



The Purpose of Exchange

THE purpose of Exchange is so to adapt ourselves by right thinking, that we may merge individual ability and advantages into public good, and thus achieve that happiness of soul always a result of unselfishness, and only acquired through the benefits we give others.

The Spirit of Exchange

THE interpretation of the word Exchange in business life is that of parting with something in return for its equivalent. Our interpretation of Exchange is the giving of self for the privilege (in return) of serving others; of parting with selfishness and receiving in return the satisfaction of discharging our duty to our Fellowmen, to our Community and to our Nation.

The Exchange Club Covenant of Service

ACCEPTING the divine privilege of single and collective responsibility as life's noblest gift, I covenant with my fellow Exchangites:

To consecrate my best energies to the uplifting of Social, Religious, Political and Business ideals;

To discharge the debt I owe to those of high and low estate who have served and sacrificed that the heritage of American citizenship might be mine;

To honor and respect law, to serve my fellowmen, and uphold the ideals and institutions of my Country;

To implant the life-giving, society-building spirit of Service and Comradeship in my social and business relationships;

To serve in Unity with those seeking better conditions, better understandings, and greater opportunities for all.

[Officially adopted by the National Exchange Club]

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THE **EXCHANGITE**

Issued Monthly by The National Exchange Club

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Volume VII

NOVEMBER, 1928

Number 11

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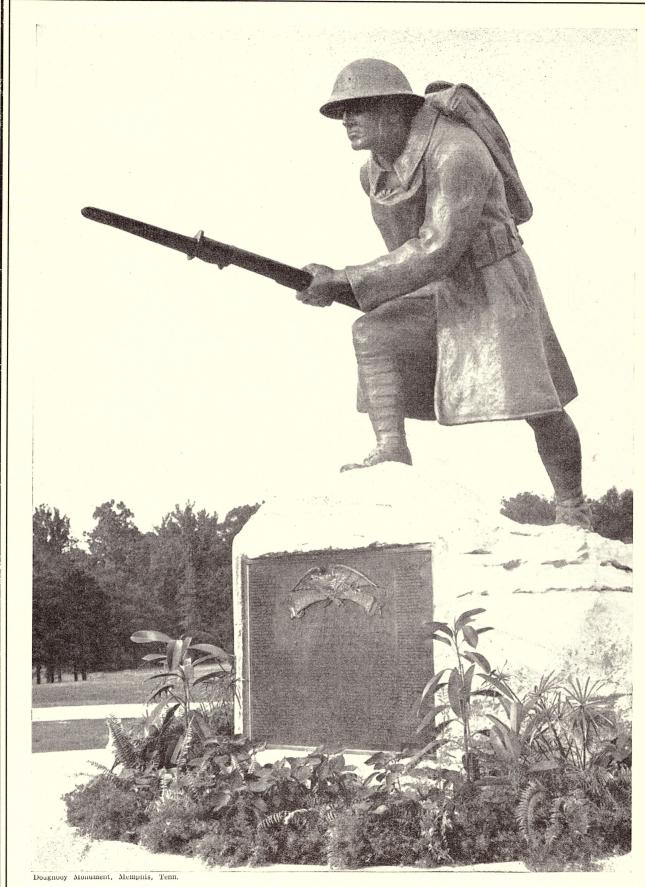
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Publication Office, Mount Morris, Ill. Editorial Office, Suite 529 Ohio Building, Toledo, Ohio. Subscription price two dollars per year, payable quarterly. Issued monthly. Entered as second-class matter Dec. 12, 1927, at the post office at Mount Morris, Illinois, under the act of March 3, 1879.



In Memory of the Men Who Gave Their Lives to Their Country During the World War



THANKSGIVING

A Message From The National President

In THIS work-a-day world of ours, where we all are scrambling for business and are rushed to the limit, we seldom pause to think of the many blessings that have been showered upon us from time to time. We are living in an age and country which are enjoying the greatest prosperity the world has ever seen. Daily, we are reaping the harvest of ages past and gathering the fruit of our present toil. For this rich heritage that is ours, for the fellowship and beauties of Nature that we enjoy, it is, therefore, right that we should observe a day of Thanksgiving.

The President of the United States has again set aside the last Thursday in November as a day to ponder, to stop a little and think back, and to realize the many things we have and for which we owe the Lord our thanks. So, on this day, let us make it our business to think deeply and sincerely about this matter, and really give thanks to "Him, from whom all blessings flow."

President of The National Exchange Club.



Flying over the route followed by the pioneers with their ox-teams and stage coaches, the modern-day mail plane traverses in hours what required as many days prior to the railroad. This is a view of the mail plane which transports mail, express, and passengers between San Francisco and Chicago—flown in 20 hours.

EXCHANGITE

NATIONAL EXCHANGE CLUB



OFFICIAL PUBLICATION

Volume VII

NOVEMBER, 1928

Number 11

Aviation's Birthday

Exchange Urges National Aviation Week Dec. 16-22, 1928

By HAROLD CRARY

Mgr., The American Air Transport Association

N DECEMBER 17, 1903, a queer looking contraption called a flying machine, and made by two "unknowns," Orville and Wilbur Wright, was pushed onto a runway at Kitty Hawk, N. C. After the engine had been warmed up, a wire holding the machine to the track was released and the machine started forward into the air to accomplish the first airplane flight in history. It was the first

flight in which a machine carrying a man had raised itself by its own power into the air at full flight, had sailed forward without reduction of speed, and had finally landed at a point as high as that from which it started. That flight of approximately 120 feet, lasting only twelve seconds, marked the fulfillment of the age-long objective of man to conquer the air.

These two Dayton, Ohio, mechanics, who were dubbed "kind of queer" by some who ridiculed them in their

determination to build a successful flying machine, became the fathers of modern-day commercial aeronautics; which now has become a well-defined and extensive branch of science.

History of mythology and religion shows that attainment of flight has ever been man's aspiration. In many religious systems the supreme beings who ruled the universe were given their abode in a vague region above the earth. Next to immortality, flying was the one element which differentiated the Deity from the common mortals. The successful

flight of the Wright brothers on December 17, 1903, was the climax of man's experimentation for several centuries to conquer the air.

The Wright brothers had been experimenting with aeronautics for years, and the flights of their glider in 1902 convinced them of the efficiency of their system of maintaining equilibrium. Before they left their camp at Kitty Hawk in

1902, they were at work on the general design of a new machine which they proposed to operate with engine-driven propellers. Unable to get the type of engine they wanted, they built their own. Finally the engine and the airplane were assembled. Endless difficulties ensued.

When it came time for the first trial in December, 1903, the brothers tossed a coin to see who would fly the plane. Wilbur won. The first flight ended when the airplane climbed a few

Wright brothers' original plane in which the first successful flight was

The Wright brothers' original plane in which the first successful flight was made twenty-five years ago at Kitty Hawk, N. C., Dec. 17, 1903. Exchange is urging a National Aviation Week, Dec. 16-22

feet, stalled, and then settled to the ground, slightly damaged. The plane was repaired for the second attempt, which proved to be the first successful flight of man in a heavier-than-air machine.

Wilbur, having used his chance in the unsuccessful attempt on the 14th, the right to the next trial belonged to Orville. The engine was heated up and the wire that held the machine to the track was released. The machine started forward into the wind. Wilbur ran at the side, holding the wing to balance it on the track. (Continued on page 28)

Health and Happiness

See a Physician While You Are Well

By D. George Fournad, M. D.

HOSE bits of wisdom, "An ounce of prevention is worth a pound of cure," and "A stitch in time saves nine," are just as true to-day as they were centuries ago. Medicine of the future may be described by a single word—Prevention. Among other things. preventive medicine requires careful periodic health and eugenic examinations. Thus, not only the presence and the causes but also the predisposition to disease or suffering can be discovered in time and may be removed or rendered inoperative.

Millions suffer unnecessarily. Thousands die of preventable illness or of premature old age. And hundreds are the victims of avoidable surgical operations. This situation is largely due to the fact that comparatively few people have a family physician. Or, if they have one, they usually consult him too late. Some go to him after they have tried a few home remedies or patent medicines. Others call a physician after they have followed the suggestions of some friend or clergyman. Still others consult a physician after they have been "advised" by their nurse or druggist. Any number of others call a physician after they have been unsuccessfully treated by at least one or two of the ir-

regular "doctors" or "healers," so-called. Let us recall for a moment the old Chinese custom of employing a medical man to keep the family well. suspended his pay whenever any illness came. To many a practical mind this ancient Chinese practice is preferable to the generally accepted custom of calling a physician only in case of emergency.

HAVE HEALTH EXAMINATIONS

If you consult your dentist once or twice each year, if you make an annual or semi-annual inventory of your business affairs, should you not be even more diligent in reporting to your family physician once or twice each year for a thorough checking up of your health? No sensible automobile owner ever attempts a long drive without first consulting an expert mechanic as to the condition of his car. And yet millions of apparently sane and wise men and women allow years to pass by without taking stock of their bodily or mental condition. If your physician finds you in good health, his finding will be a real tonic and a satisfaction to you. But he

N the accompanying article Dr. Fournad says: "One or two health examinations each year will keep you out of the drug store, out of a sick bed, out of the hospital, out of the clinic or institute, and out of the sanitarium. It will keep you out of the surgical operating room and out of a premature grave. An annual or semi-annual health examination will also keep the doctor, the nurse and the undertaker out of your home until a ripe old age. A good eugenic examination, on the other hand, will keep you out of the divorce court. Therefore," the doctor concludes: "Have a eugenic examination before you marry, and call on your family physician while you are well.

may find you predisposed to apoplexy or to some other preventable disease. In such a case this tendency may be removed or at least arrested. Thus you may avoid going to a hospital or to a sanitarium. If your family physician is up-to-date, if he knows you well, and, above all, if he enjoys your implicit confidence and cooperation, then, he is the logical person to give you the periodic health examination. And, knowing and understanding your case better than anybody else, he is more apt to give you a better examination. He is more apt to arrive at a correct diagnosis of your case. He is also in position to give you more practical and useful advice than the physicians of any institute, clinic, hospital, or even a sanitarium. He can refer you to a specialist if he finds that this is necessary.

Unfortunately, the pendulum of medicine and surgery has lately swung too far in favor of institutional, commercialized, and state medicine. This factor, together with the overworked tendency to specialization, has caused the gradual retirement of many a family physician. Their number may be multiplied, however, by patronizing those who remain, rather than the faddists or the irregular medical practitioners.

In case your family physician considers himself too busy, or if he thinks it unnecessary to examine healthfullooking individuals, then, you are perfectly justified in changing your doctor. For, indeed, a medical man who does not appreciate the importance of periodic health examinations may be a dan-

gerous man to employ.

Occasionally a physician may be too indolent to find the time for a thorough health examination. To cite one instance: A few years ago I was called to an emergency case across the street from St. Thomas' Church, New York. found there a middle-aged man dying of Angina Pectoris. On questioning his associates I discovered that the deceased had for some years been treated for supposed "Indigestion" or "Nervous Dyspepsia." His family doctor had evidently failed to make an honest-to-goodness health examination. Like most impulsive men and women, including some physicians, he had jumped at a hasty conclusion and had treated his patient for a suspected digestive disorder. A few hours later I met this family physicians. I found him to be a pitiful sight to look at-a middle-aged man carrying over seventy pounds of excess fat and a week's crop of unshaven beard. Small wonder he had never taken the time and trouble to give his patient a thorough health examination. Fortunately, such physicians are quite rare now-a-days.

If you ever have the misfortune of exposing yourself or your family to an infectious or contagious disease, you should report immediately to your family physician for a prophylactic treatment and for an observation. Should he deem it necessary, he should place you under complete isolation, for this is the ideal method to prevent or to arrest an epidemic. As a matter of fact, a quarantine may prove to be a real blessing in disguise. This can readily be seen in the following letter of appreciation published in a Kansas newspaper a few years ago:

"I wish to thank the city authorities for quarantining my family and me recently, when one of them had the Smallpox. During that time my wife caught up with the sewing; we had three square meals a day, as no one came in and she was not permitted to leave the house; we enjoyed three weeks of good night's sleep; and, the best of all, a cousin with four children who had arranged to visit us saw the Small-pox sign on the door and left town so scared that she hasn't come back since. So, for these, and for many other blessings, we are thankful for the quarantine.

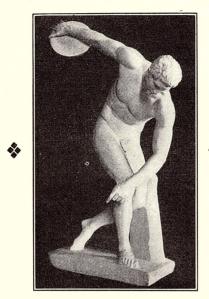
BEWARE OF QUACK PRACTITIONERS

Suppose your family physician finds you predisposed to Tuberculosis, or predisposed to some other preventable and curable disease. In such a case he can give you the best advice as to the particular treatment or method of buildingup you may need. But, for heaven's sake, do not employ the physical culture enthusiast or director, or any other "specialist" of that character. And, by all means, do not go to any of the religious cultists. Do not consult the patent medicine man, the faddist, nor your nurse or druggist, for they are all too often ignorant as to the real cause or the best treatment of disease. Do not consult any of the irregular medical practitioners, because they are blind to everything else but their own particular hobby or treatment. In the doctrines and in the platitudes of these misguided or deluded "doctors" there is just enough truth to make their theories and treatments attractive, but nevertheless dangerous.

During the past twenty-five years I have studied at close range hundreds of faddists and cultists of nearly all kinds of "schools." From my observations and even personal experiences with many of them, I have, time and again, come to the inevitable conclusion that although some of them were honest and sincere, nevertheless, all of them were more or less ignorant, or at least badly misled. I discovered that some of them were "healers" because they did not know any better. While others had drifted into their "profession" because they had had no chance to study medicine.

Instances of pseudo-medical practitioners studying medicine and thus becoming regular physicians can be given to boredom. For the present, however, I shall give only one illustration: This particular cultist was a brilliant, studious, and venturesome young man. He was born in Denmark and had traveled extensively over three or four continents. Being a recent graduate from a physical culture school, he had a "diploma" and a "doctor's degree" to practice Naturopathy. Realizing that he was unusually honest, industrious and sincere, I tried to interest him in the real medical science. We bowled together occasionally in Chicago, and thus I succeeded to win his utmost confidence and respect. By and by his eyes were opened. And before long he decided to study medicine. It took him five long years of hard study, with plenty of laboratory and clinical work, and two more years of an interneship, under the late Dr. Ocshner, before he could secure his license to practice medicine. Thus he became a regular physician and an excellent surgeon. Needless to say, he been friendly to me ever since.

Indeed, no well-informed person can possibly have any doubt that the irregular "doctors" or "healers" not only lack a proper training, but they also have no scientific equipment to make an adequate health examination. To our shame, there are hundreds, nay, thousands of these "doctors," so-called, everywhere, but especially in the United States. Most of them are without an M. D. A few of them have, however, secured or purchased an "M. D." from some of the remaining few diploma mills. And being deluded and ignorant, they are



misleading the credulous patients and the innocent public.

During my observations and repeated experiences with faddists and with pseudo-medical practitioners I have been deeply impressed by the striking fact that all medical vagaries and medicoreligious cults are rather queer conglomerations of one or more fundamental truths, half-truths and untruths. It is the truths and the half-truths which can explain their apparent and temporary success. We must, however, admit that medical faddists and religious cultists have successfully cured thousands of sufferers with imaginary troubles. And they have "cured" hundreds of malingerers. Indeed, they have also given mental or nervous relief to any number of patients suffering with functional and even incurable disorders. Nevertheless. with their misleading doctrines, manipulations, "present" or "absent" treatments, and with their prayers or incantations, all health vagaries are more or less dangerous. Therefore, beware of them and see that none of your friends or acquaintances ever gets caught in their traps.

WHY MEDICAL CULTS FLOURISH

It would require a special article or two to show why medical cults and

forgot all about Naturopathy and has foibles flourish and are rather popular these days. For the present, however, it is enough to mention only four of the more important factors or causes which, I believe, are responsible for this abnormal phenomenon.

First of all, it must be remembered that a fool is being born every hour, and two imposters to catch him. Southey said, "Man is a dupable animal." Gustave Flaubert said, "The earth has her boundaries, but human stupidity has no limit." The average man seems to enjoy being fooled, while there are many others who act as if they had the right or the privilege to fool the rest of humanity. Hence, no matter whether fooled or trying to fool others, ever so many deluded or eccentric people have invented panaceas for human ailments. And so, I am quite sure, that credulity, greed, and foolishness may, to a certain extent, explain why medical fads and cults are rather in the vogue. As an illustration, I shall cite the answer of one of the editors of "The Journal of the American Medical Association" to a recent query on Naturopathy:

"The naturopathic practice, described, (going barefoot, drinking chicory, eating raw vegetables and fruits, and using honey-abstaining from milk and cooked or baked foods, taking cold enemas, and a daily one-minute dip in the lake), is characteristic of the method of quacks in general, who without bothering to diagnosticate the case, proceed to treat all with the same method. The naturopath, in addition to a strong dose of psychotherapy, administers alterative treatment in the form of unusual diet and unaccustomed exposure, such as cold enemas and cold dips. If the patient should happen to improve, he tells every one of the marvelous treatment and its wonderful results. If the treatment aggravates, the patient is silent, he tells no one about his foolishness in having trusted a swindler."

Second, ignorance is another cause of this abnormal situation. The average layman has no conception of the vast distinction between one who has made an extensive study and great sacrifice before he can acquire the necessary skill and good judgment to be able to diagnose and properly treat bodily or mental disorders, and another, who has received a "diploma" from a selfstyled institution or from a diploma mill. Furthermore, it is simply amazing how many of the laity believe that the drugless practitioners and the faithhealers are using newer and better methods of diagnosing and treating disease than the regular physicians, who stick to their "old-fashioned pills and bitter medicines." As a matter of fact, however, nearly all of the cultists and the irregular "doctors" or "healers"

(Continued on page 30)



These underprivileged boys learned to be good sports in the Toledo Newsboys Association. At a recent picnic they deliberately lost a ball game to a team of undernourished lads to give them the fun of winning.

How to Form a Boys' Club

Street Lads Want Exchangites for Big Brothers

By LEW WILLIAMS
Director, Toledo Newsboys Association

ID you ever hear the one about the man who took the shingles from the roof of his grain barn to shingle the roof of his duck roost? The ducks were kept dry while the grain was ruined.

Exchangites everywhere are spending much time, money, and energy in boy work which is fine and commendable, but in their sincere endeavor to build character in our American boyhood they are overlooking the part of the garden that needs cultivation the most.

Here are three straight-from-theshoulder questions that every Exchange Club should consider carefully before plunging into the business of boy guidance; three questions that deserve some thought and study by all Service Clubs interested in the future citizenship of America.

Here is the first question: "How many boys are there who live in the congested down-town districts of your city; boys of the street and alley and dock?"

To get the reply to this query, a canvass should be made of the district that houses the underprivileged boys of your community; boys who are unable to become members of the Boy Scouts and other organizations that are sponsored and aided by your Club.

After you have found the answer to the above question, ask yourself question number two: "Where do these boys play; where do they get together? If you are really interested and sincere in your desire to obtain this information you will find, without much difficulty, that these chaps are loafing down on the docks (if your city is on a river or other body of water); they will be found shooting "craps" and smoking cigarettes in the alleys or pool rooms.

By the time you have found the answers to these two questions you will



Exchangite Lew Williams and one of his 1,500 Toledo "Street Arabs."

be asking yourself the third question: "Are the boys of the 'Y', the Scouts, and like groups as badly in need of our help as these little 'alley rats?'"

Please do not misunderstand me. We need the Boy Scout troops; we need the wise counsel and uplifting influence of the Y. M. C. A., the Columbian Squires, the DeMolay, and like organizations. They are vital to our future welfare and progress, but we must bear in mind the fact that these boys are, for the most part, "privileged boys," with good homes and capable parents; boys who know what the inside of a Sunday school is like; boys who have plenty of play space in healthy surroundings.

The underprivileged boy (that is a good name for him) is handicapped all down the line. He is handicapped in his mental, moral, and physical development by improper nourishment, improper habits, poor home environment, meeting constant temptations, associating with fellow "gangsters," and touching every form of juvenile vice and viciousness as a matter of course in his daily life. And what are we doing about it?

I have discussed the general needs of these boys in a former article in this magazine. What I wish to convey to our Exchangites this time, is a definite way of "Big Brothering" the boy of the streets—the chap who needs our guidance the most and to whom we are paying the least attention. Be assured that,

if your city has a population of 10,000 or more, you have the problem of the underprivileged boy.

The first thing necessary for our Clubs to consider, should they decide to devote some of their boy guidance to the street lad, is the matter of an *Underprivileged Boys' Club*. Call it by any other name you wish.

Before we can organize the club, it is necessary, of course, to have a place where the club can meet. We must have something in the club that will attract the boys we wish to reach and aid; something that will have as much drawing power as the alley crap game and the other vicious entertainment that fills the spare time of the underprivileged boy.

That brings me to the real reason of this article: The proper way to put the thing over with the least expense.

The organization of a club of this nature is not difficult; not such a big undertaking, as you might think. It is much like a hoop: give it a good start and it will roll along by its own momentum, and will continue to go on, with an occasional push.

Some thirty years ago in the city of Toledo, Ohio, a certain man gathered about him on the steps of the post office, a group of newsboys and bootblacks. He told them stories; he bought them peppermints, and each day as he walked down to his work in the railroad office where he was employed, he made a point of devoting a few minutes to his "club" on the post office steps.

Eventually this "club" pooled its spare change and rented a room over a store building. Today—well, during the National Exchange Club Convention held in Toledo recently, some of our Exchangites and 'Ettes were thrilled and inspired when they were shown about the half-million-dollar building of the Newsboys' Association, where they inspected the white tiled swimming pool and shower baths, the wonderful gym and athletic field, the playroom, library

and three floors of vocational class rooms equipped with the latest and most modern machinery, the theater of 600 seats; all started by the man who gave the "hoop" a little push and which has been kept "rolling" by Toledo citizens who saw

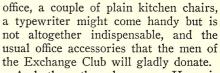
what was being accomplished by this "temple of citizenship."

Your Exchange Club can pay the rent of an old building somewhere in the down-town district. Let us suppose that you have rented the upper floor of an old warehouse that is not being used; just a large bare room. When you have paid the rent for a month, your financial problem is practically settled, if your members have a little faith and enthusiasm and willingness to get into the work.

You will find that the lumber dealer, the hardware man, and the paint dealer will come across gladly for the little material that you will need to fix up the old warehouse attic. You will need several partitions installed, shelves placed for the library books, and you will be mighty glad to skip a Saturday afternoon of golf and don a pair of overalls to do the work. You will bring a saw and a hammer from home, and, together with the rest of the bunch of "Big Brothers of Exchange," you will have a lot done before dark.

Here is what you should have in the old warehouse attic, in the way of rooms and equipment:

First, the office; just a small room at the head of the stairs, where the boys show their membership cards as they enter and where the club records are kept. furniture need not be much, nor need it be elaborate: a desk that you have set aside at the



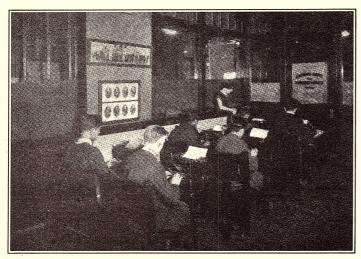
And then the playroom. Here is where you may have to spend a little money; but not much, because dominoes, checkers, and carom boards, with a few puzzle games for the little kids, do not cost very much and maybe some of you may have discarded games at home. The furniture of this room should consist of as many chairs placed around the walls of the room as you can dig up. The tables for the games can be made out of scrap lumber; that is what I have in my boys club. When they are stained they look as well as the factorymade article, and are more sturdy than some that are on the market.

The game room, or play room, is an important department, and you should give a lot of attention to it. Rubber horse shoes and little pool tables (if you can get them donated) are popular with all boys.

Next, the library. This need not be so large, as the percentage of boys who will find enjoyment in this department is small, but you will find that nearly all of the boys will want to take books home to read, which will mean keeping a record of the books in circulation. The shelves that will hold the Alger, Optic, and other books that you fellows will dig out of your attics at home, can be put up by yourselves in a very short time. Later on, you will find that book cases will make their appearance, one by one. The library should have several reading tables, with plenty of boy magazines and literature pertaining to mechanics and sports scattered about. The magazines that you now throw away after reading will be fine for the library of the club.

So now, you have a dandy Boys' Club started; a club which consists of an office, a library and a play room. Maybe (Continued on page 29)

Vocational classes start many poor boys on profitable careers



A typewriting class for underprivileged boys

Building Membership

First, We Must Sell Exchange to the Community

By Judge Claude L. Chambers

Third Vice-Pres., California Affiliated Exchange Clubs

N writing of Exchange Club membership building we must, of course, deal largely in generalities, and treat the subject in a rather broad manner.

At the outset, it should be understood that membership building is not susceptible of being worked out by any set

rules and regulations that can be used in every community alike. It is a subject that must be governed largely by the existing conditions of the different individual communities. As an illustration, we could not expect to follow the same ideas for building membership in a city of, say, 100,000 population as we would in a city of 10,000. The same conditions would not prevail, the field for membership would not be the same, therefore different methods would have to apply in each instance.

There are, however, certain conditions that exist and must exist in any community before membership building can go forward on a large and successful scale.

A good reputation for Exchange must exist, or if it does not exist it must first be established, before a successful mem-

bership building effort can be carried forward. In other words, first, we must sell Exchange to the community in which we expect to put on our membership building movement. If this high standing exists, and Exchange has been sold to the community, the foundation is well laid and the way is much simplified. If this condition does not exist, then there is much work to do by those members of the Club who are imbued with the spirit of Exchange and desire to carry out a membership building program. They must advertise and broadcast the principles and objectives of Exchange in every way possible, in order that the prospective field of membership in the community may know Exchange by reputation. (their works ye shall know them.")

This having been accomplished the Membership Committee or Board of Control, or whatever group is in charge of the program, can select to fill the different classifications men who have already become interested in Exchange, or at least have a certain amount of knowledge pertaining to it.

From these men can be selected those who can be educated to become good workers in Exchange. As far as possible, the members should be selected, with the idea in mind to get those who will not only attend regularly but will also be willing to work and help the Club to do its work well.

NEW MEMBER MOVEMENT

for October and November

EXPANSION is one of the National Exchange Club Objectives for this year. A nation-wide New Member Movement has, therefore, been initiated to expand the membership of all Exchange Clubs, during the months of October and November. Practically every Club in Exchange has the possibility of enlarging its roster—without sacrificing the high quality of its membership. Aware of this fact, Clubs all over the land are now investigating their membership openings, and are making surveys of their communities for business and professional men of Exchange Club calibre.

The men who have the best interests of their community at heart, and who are not members of other Service Clubs, need Exchange and Exchange needs them.

It is better that a classification remains unfilled than to have it filled by one who does not attend the meetings of his Club or assist in its work. The reason for this is obvious. So long as the classification remains open, there is always the chance to fill it with someone who will be a worker and a good member of the organization; but if the classification is filled by one not interested enough in his Club to take his proper place and assume his proper responsibilities in Exchange, no effort will be made to fill the classification, and the Club having such member receives no benefit and is the loser thereby. If this policy is carried out, the Club will lose few of its members, provided it has some one or more worthy objectives that its members are interested in. There may be, and of necessity will be from time to time, members who will be compelled through various circumstances to withdraw their membership, but this number will be very small in comparison to the whole.

While it is true that men like to "Mutual help i meet together and enjoy themselves and French Proverb.

enjoy the good entertainment provided for them, (and I wish to say that I believe this is one of the necessary things to keep the spirit of the Club tuned up to the condition it should be in) yet, a Club that expects to add to its membership and continue to prosper and remain a live, progressive,

up-to-date Service Club, must have something more important to interest its members than just get together for social purposes.

Let the club adopt some worthy objective. Then let each and every member know that his help and co-operation is absolutely necessary to putting over this worthy objective, (which of necessity must be something of vital benefit to the community) and you will find out that every member will be there and on the job. On the other hand, if the members all know that the meetings of the Club are only for the purpose of sociability and entertainment, the lack of real interest will soon be demonstrated by lack of attendance and a falling off in the membership of the Club.

When a man has been decided upon as the most desirable one for the classification he repre-

sents, the real work is at hand. He should be approached either by invitation or personal contact in such a manner as will convey the idea to him that he is wanted to help carry on the objectives of Exchange, and, particularly, the objective of the local Club. By so doing, he will be contributing something worth while for the community in which he lives; he will be associated and working with a body of men who are public-spirited citizens, always willing to do their part in the betterment of their city. At the same time he will be getting some good wholesome entertainment and fellowship from the meetings. If this is not interesting to a prospective new member then the Club will be better off without him and should look elsewhere to fill the classification.

"This is our special duty, that if anyone especially needs our help, we should give him such help to the utmost of our power."—Cicero.

"Mutual help is the law of nature."— French Proverb.

I Am Thankful—

For My Membership in Exchange Because—

By THOMAS L. BAILEY Past National President



INCE the advent of the Service Club, individualism has been on the decline. The talent of the individual has been utilized cooperatively. The tasks of society and civilization are so tremendous that it is futile for the individual to engage them in single-handed combat. Every enterprise of consequence today is sustained by the many, rather than by the individual. It is a world-wide conviction that Governments belong to and are sustained by the mass of the people. All the great movements which contribute to our happiness and well-being rest upon the spirit of cooperative effort. Our roads, our churches, our businesses, our industries, our schools serve the highest interests of society only when they draw sustenance from all. The blending of talent and vision is essential in an age fraught with

multiplicity of life and problems.

The Service Club movement, of which Exchange is one of the most stalwart exponents, is a natural, necessary, and essential development. This movement is neither a fad nor a fancy. I have no doubt but that its sphere of activity and usefulness will be further enlarged with the passing years.

The Exchangite who really understands and appreciates the mission of Exchange knows that the time, energy, and enthusiasm which he invests in the advancement of Exchange are not wasted. Exchange not only gives real friendship and fellowship to its members, but it gives an opportunity for

making a worthwhile contribution to the security and advancement of community life. I am, therefore, thankful for membership in Exchange, for it gives me an opportunity for service.

The spirit of Exchange is the spirit of worthy achievement. It revitalizes the fundamentals of life. It applies the principles of cooperation and united purpose to the relationships of life.

I am thankful for my membership in Exchange because of the contribution Exchange has made to breadth of vision. It has demonstrated that the most entrancing challenge of the age is the urge to work unselfishly for the attainment of worth-while purposes. It has demonstrated that prejudice, intolerance, and provincialism have no place nor part in life. It champions the finest and highest ideal of human relationship.

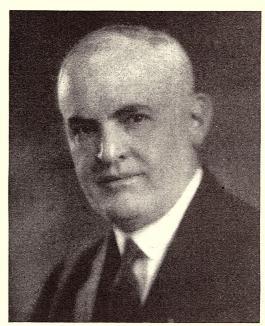
I am thankful for membership in Exchange because its membership is drawn from all relationships of life. I am thankful for membership in Exchange because in every section of our country are upstanding men whose greatest ambition is the happiness and welfare of mankind; men who accept service as a privilege and whose energies are given to the uplifting of social, religious, political, and business ideals; men who believe in America and American ideals and American institutions; men who shall not rest until justice and opportunity abide with us.



DONALD D. CONN, Fresno, Calif.



HERBERT H. BLIZZARD, Philadelphia, Pa.



SENATOR RICE W. MEANS, Denver, Colo.



WALTER W. HUBBARD, New York City

Some Noted Exchangites

Donald D. Conn, of Fresno, Calif., has for many years been a national figure. He was in charge of the transportation investigation section of the Joint Commission of Agricultural Inquiry of Congress in 1921, and later served for five years as Manager of Public Relations for the American Railway Association. In this latter connection, Mr. Conn conceived and organized the Regional Transportation Advisory Boards, which have been credited as being the greatest single factor in improved transportation facilities. He is now Managing Director of the California Vineyardists Association, and as a part of his trade promotion activities, has fostered National Grape Week.

United States Senator Rice W. Means, of Denver, Colu., has long been of national prominence. He saw active service in both the Spanish American

War and World War, and was five times cited for bravery. He is Past Commander of the United Spanish War Veterans. Six years ago, Mr. Means was elected to the United States Senate, where he was made chairman of the Committee on Claims, a signal honor for a first-term Senator. Senator Means is editor and chief owner of the National Tribune, official and semi-official organ of veterans of all wars in which the United States has engaged.

Herbert H. Blizzard,
Pa., recently promoted to the office of Department Commander of the American Legion in the state of New Jersey, is an enthusiastic Exchangite. He is a leader in his Club, and has attended every National Convention since his affiliation with Exchange. In the World War, Mr. Blizzard was one of the first to enlist, receiving his commission in

France. Upon his return, he entered the investment business, and now is a member of the Philadelphia Stock Exchange.

Walter W. Hubbard, President of the Exchange Club of New York City, is an aviator of no little distinction. Besides serving actively in the air forces during the World War, he is now Vice-President and Managing Editor of one of the country's leading magazines on aviation, "The American Aviator: Airplanes and Airports". He is striving persistently to educate the people of the United States in air-minedeness, and will have an important role in connection with the huge Aviation Dinner, sponsored by The National Exchange Club and carried out by the New York Exchange Club, which will be a milestone in aviation activities.

Exchange Education Report

Presented to the Twelfth Annual Convention

By THE LATE W. J. McKone Chairman, National Committee on Education

Greeting

THE EXCHANGE calendar year of 1927-1928 has been less than ten months in extent. With less than five-sixths of the year in which to work, it would appear natural that activities in club work would show a lighter volume. Despite this, the year has been one of remarkable growth and activity, with a marked tendency toward co-ordinating all club forces and a closer knitting of the several units of the organization. Without growth there is, first, stagnation and, eventually, loss of vitality and death. Every new member and every new Club means growth, but more important, new energy and life. Bulletins containing lists of new Clubs and their officers are sent to every Club in Exchange. These should be read with eager interest, and congratulatory messages sent the new Clubs, as we are encouraged to do. These new Clubs mean life and perpetuity to Exchange and, also, what could be more hospitable than to extend a cordial and hearty greeting to folks with whom you are to be closely associated? We want to bring to every Exchangite warmest words of congratulation, and the most cordial and sincere greetings at the opening of our Twelfth Annual Convention.

Educational Committee

When children enter the Public Schools, the teachers are confronted with the age-old task of teaching the beginner to read. Methods change from time to time, but, in its ultimate analysis, the task is the same. The work of "Education" in the Exchange Club has likewise to be continued and renewed year after year with much of the same material to work upon, but there is an increasingly large number of new members and a considerable group of old members who have never gotten into step with the organization and are so far behind in the procession that they fail to catch the rhythm of the mighty music which is leading in the van.

We feel like urging upon every member of Exchange what we believe to be his first duty: viz., to familiarize himself with the organization with which he has become affiliated. Everything and anything that your committee can do to encourage individuals and Clubs to become more familiar and, thereby, inevitably more active in the work of the local Club and the National Ex-

The Man Who Does

His Best

We can not all be famous—if
we were 'twould cheapen
fame;

We can not all be rich enough to
give ourselves a name.

We can not all expect to be distinguished from the rest,
But some reward is certain for the
man who does his best.

— Exchange.

change Club, is, we believe, a proper function of your committee. We have but one object in view, and that is to make more active, more earnest, and more efficient, the members of the organization.

National Legislation

Again and again we have been surprised and delighted with new plans which have been evolved from our National Convention legislative mills, as well as by the new methods which are continually appearing from National Headquarters. It is a source of much gratification that, while Exchange has not the largest membership among the Service Clubs, it is squarely abreast of all similar organizations in methods of conducting its affairs. In some things it is unique, and in most matters, on a sound and safe foundation. This is not apparent to one who gives little interest to his Club, but becomes strikingly so as one reads the constitution and keeps in touch with the amendments that are made from year to year. Not infrequently someone inquires regarding some detail, only to find that this matter has been under investigation for a long time, and has been abandoned as impossible or unworkable, or, better still, is being rounded into shape by experts who are familiar not only with Exchange but with the best things that are known and used by all other Service Clubs. Snap legislation is not used by Exchange. Propositions that have merit are never turned down but are

given deserved attention and made available for nation-wide Exchange, all in due course of time.

The New Propositions

The National Exchange Club Convention has usually been held in early autumn, but experience has proven that this is probably not the most acceptable time. July and August have become the generally accepted vacation months. Many of us have found it difficult or impossible to arrange to make a vacation trip out of our Convention attendance. It is anticipated that the moving of the date of the Convention to the very heart of the vacation period will, at least after a year or so, make it easy for hundreds of Exchangites to do this. This is also quite certain to increase the attendance of wives of the members. A second and very impelling notion is the fact that our new date is also in the very midst of school vacation, which will add to the ease with which vacation jaunts, sight-seeing trips, and old-home visitations may be combined most delightfully with a rest and visit to the large city which must, of course, be the site of the National Exchange Club Convention.

Other references will be made elsewhere, but we cannot forbear adding our word of unstinted commendation for the advance payment of registration fees for the National Convention in use this year for the first time. This is probably the wisest single piece of legislation enacted in our history. By the time this report is in your hands, the wisdom of the plan will be known to all. It is so natural, so logical, and so sound as to make us wonder why it was not thought of before. It may take a year or two for all our Clubs to come to see the wisdom of the plan and to fall in with it promptly and joyfully. This whole report might easily be devoted to this one subject, but we believe that most of our membership is now familiar with the plan and like it.

Finances

One of the best members and most active in my own Club belongs to no other organization but the Exchange Club. We suspect that this is not true of very many of us. We are also quite sure that in many, if not all, of the other lodges, clubs, and churches to which we belong finances have to be

(Continued on page 27)

Here's Something!

Stop Me if You Have Heard this One

REPRINTED FROM THE TIN HAT Selma Post No. 12, American Legion of California

PVERY once in a while, we have told you through the columns of the *Tin Hat* that from the very beginning the American Legion has existed for the welfare of the *Community State and Nation*. We exist to aid in making our cities, better cities; meeting emergencies of various kinds, and doing something besides meeting and spending our time gassing. The American Legion will be the first organization to welcome anybody of men dedicated to similar ideals.

So, in these days when the word Service is the most abused word in the world, it is gratifying to see the Exchange Club of America clarify its National Objectives.

Minus, anything that savors of "Internationalism" the Exchange Club meets the situation square in the face and says that its objectives are *National*. Sweet Marie! And what could be sweeter than to read that their objectives are not *Idealistic*, but objectives which every club in America can meet. Here they are:

"Of outstanding significance to Exchange was the clarification of our National Objectives at the Toledo convention. A resolution was adopted reclassifying the Objectives of the National Exchange Club with the purpose of stimulating activity among Affiliate Clubs in the support of the Objectives adaptable to the needs of each community and at the same time enhancing our united efforts in the many fields of service to which Exchange is especially dedicated. The Objectives of the National Exchange Club now stand as follows: (1) Advancement of Aviation. (2) Community Welfare. (3) National Community Service Week. (4) Citizenship training. (5) Tax Reduction. (6) Child Welfare. (7) Sunshine Special. (8) Discouragement of excessive law making."

"With the broad field of service offered by those *National* objectives, every club should become active in working toward as many of them as the local conditions may justify. Exchange will continue to grow and be a vital factor in community life only so long as its individual clubs are doing things of actual importance and service."

Now, I "ask" you, isn't that the creed of the American Legion?

They have *not* asked the Selma Club as yet to enter into the settling of International problems. There is *no* committee appointed to aid Secretary Kellogg in his foreign relations work. They dont say *individuals*, but *individual clubs*.

Exchange even goes so far as to say:

"During the coming months an abundance of helpful information will be provided each club, offering the opportunity of making the *Exchange* Club of each *community* outstanding in its progressive endeavors for benefit of the Community and the entire Nation."

Another thing. They have a National Magazine of merit. It does not fill its pages with articles telling us the American Soldier is an "Animal with a Musket" and other articles dealing with "Pacifism," "The Horrors of Gas Warfare," etc. But they do fill their pages with hundreds of photographs of specific instances where local clubs have been of service to their respective communities.

Now let us read the program, as outlined by the American Legion at its Stockton convention, and compare: (1) Community betterment. (2) Promotion of Airports. (3) Increased use of the franchise. (4) Enlarged Boy Scout program. (5) Aid in Disasters.

Two National organizations, with almost identical programs!

For one, we congratulate the National Exchange Club in dealing in something besides applesauce!

National Secretary's Report

Delivered to the Twelfth Annual Convention

By Herold M. Harter

(Continued from October)

3. Adequate Financing of Clubs

Whenever an Exchange Club finds itself in difficulties you can look for the cause in inadequate financing. Every now and then we find a group of business and professional men endeavoring to run their Club on anything but a business basis. The functioning of an Exchange Club must, if it is going to be successful, be run in exactly the same manner as you would conduct a successful business.

If a Club finds itself in a position where it cannot meet its obligations when they become due, the morale of the Club is weakened; members lose interest and drop out; attendance is bad, and the whole Club structure is affected. I believe it is safe to say that in our experience of rendering service to established Clubs 95 per cent of their trouble has been caused by inadequate revenue provisions.

In our years of organization experience it has been found that Exchange Clubs using what is known as the Toledo, or Exchange Club, plan of financing, together with a budget system, have little or no difficulty in having money in their Treasury when their obligations become due. Full information on placing this plan in operation in your Club, along with instructions as to budgeting Club expenses, will gladly be given in detail by National Headquarters upon request.

Besides providing ample revenue on which to operate, one of the additional benefits to be derived is that of bringing out a maximum attendance to Club meetings. Constant drumming on members to come out to meetings, will be done away with. Attendance makes for the success of a Service Club. If your members do not attend the meetings the Club is a failure, for the reason that personal contacts are not made. Practically every Club in the country using the "Toledo Plan" has eliminated all financial worries.

Any Club having financial difficulties is handicapped in its operations. An Exchange Club should have a dues charge that will enable it to properly function as a Service Club and to carry out Service programs, otherwise there is no reason for its existence. Successful financing is mighty important, for a Club cannot accomplish anything without funds with which to work. Place your Club on a sound financial basis by using the Exchange Club plan and budget system, with an ample dues charge to allow it to function properly.

4. Appeals for Unauthorized Movements
Several Clubs, during the past year,
have overlooked the provisions of Article VI, Section 9 of the National Con-

stitution with respect to first submitting to the National Board of Control for its approval, the subject matter pertaining to the initiating of any National movement or the establishing of a policy, with respect to any particular project.

EVERY Exchangite is glad to know that Exchange is progressing year by year. But not all of us are as up-to-date in our Exchange Club knowledge as we would like to be. The Annual Report of the National Secretary is so comprehensive that it is being reprinted each month to give us authentic information pertaining to the past year's activities and the work that is planned for the future.

A part of the particular Section of the National Constitution referred to, reads as follows:

"The National Board of Control shall have sole power to determine and to declare what matters, movements, or policies are national in their scope and character, and no affiliated Club or Clubs shall undertake to initiate a national movement or establish a national policy or solicit funds, for any purpose, among the affiliated Clubs, until the subject matter of same shall have been submitted to, and approved by, said

Certainly no other interpretation of this provision of the Constitution can be made than that no Club should attempt to create a National movement, or policy, or solicit money, or influence for the furthering of any particular objective or movement in which it may be interested. Before any appeal of any kind is made to any Club or group of Clubs for support of any character, no communication, resolution, circular or notice should be sent out without first submitting the subject matter of same to the National Board of Control for its approval. In communicating with Exchange Clubs whether they be located near or far, with reference to any matter which may be regarded as one affecting the policies of the National Organization or the creating of a National movement of any character, the Club so doing is not only placing itself in an embarrassing position but the entire National Organization as well.

Care should be taken by Clubs to see that no attempt is made to solicit the influence of other Clubs throughout the Country until the National Board of Control has first given its approval.

The right of an Affiliated Club to

give expression to its attitude by resolution or otherwise is not to be denied. But, no Affiliated Club is privileged to undertake to initiate a National movement or establish a National policy upon its own responsibility.

If this provision of the National Constitution is strictly adhered to, many embarrassing situations may in the future be avoided. It is apparent that a state of hopeless confusion would soon exist with respect to the policies of The National Exchange Club if each Club proceeded to launch a particular movement in which it is interested and freely and without restraint solicited the support and influence of other Clubs.

Clubs having matters which they believe to be worthy of the support of other Exchange Clubs should, as a first step, obtain the approval of the National Board of Control in a regular and well-ordered manner before asking for the support of other Exchange Clubs through communications, notices, resolutions or otherwise.

XIV. "The Exchangite"

In the past ten months, The Exchangite has been materially changed in appearance, both as to its cover, typographical arrangement, quality of content, and other features. It has always been considered a unique magazine in many respects, and doubtless it will be conceded that it has surpassed its previous standard to a very successful degree.

Last December a change was made in our magazine publishers, and, at that time, the whole appearance of the publication assumed a different style. Though its number of pages remained the same, the size of the magazine was increased to the standard 8½ x 11½ magazine size, and, by the use of smaller type, the reading matter was increased to more than twice the number of "ems" contained in the smaller magazine.

The typographical appearance was changed to conform to one of the most readable and appropriate styles of modern magazine typography. The type style employs one of the most popular type faces being used today, and is distinctly masculine in its appearance. The typographical tene of the magazine has been conformed to an appropriate masculine style, readable, interesting, and varied.

More cuts for illustrative purposes are appearing in the new magazine than have ever been used before, with the result that it has become an artistic and well-illustrated publication from cover to cover. A number of authorities in typography have expressed no little praise of its typographical appearance. One expert went so far as to say, "I can find no criticism of the typographi-

cal appearance of THE EXCHANGITE. You have a magazine which is good looking because of its type uniformity, and its restrained style. I want to say how I like your February and March There is a real artist back of

those designs."

This leads us to a few remarks upon the covers of the magazine, which have been the subject of a great amount of laudation by Exchangites, publishers, and artists. The company which publishes THE EXCHANGITE, and also publishes approximately 300 other magazines, became so greatly interested in the covers of The Exchangite that they have come to our magazine department for suggestions on magazine covers. They requested the Managing Editor to prepare an article for their own house publication on the subject of magazine covers, and printed it in the June number of "The Kablegram," devoting three illustrated pages, reproducing five of The Exchangite covers in color. "The Kablegram," the house publication of Kable Brothers Company, Mount Morris, Illinois, our publishers, is sent to individuals and organizations all over the country, and this article on THE EXCHANGITE appearing in it gave Exchange no little publicity. Incidentally, we have been given attention in practically every other issue of the past ten months.

A great deal of attention and thought has been given to the covers of the mag-Contrary to the practices of some Clubs, we believe that the magazine that goes to a Club member should appear as attractive as the magazine he buys on the news-stand, and we are working upon the hypothesis that an attractive cover is the cocktail to the dinner that is inside. Further, we are recognizing the truth that our Exchangites are the same red-blooded men that read magazines put up in a snappy form, and, therefore, appreciate ours more if it compares with them in ap-

pearance.

All of this change and this improvement in The Exchangite has been made possible by the saving which was brought about by the change of pub-Our new publishers are one of the largest organization publishing houses in the United States, and are, therefore, equipped to handle this type of work with the utmost efficiency and

minimum cost.

An effort has also been made to improve the content as much as possible, One or especially the leading articles. two interesting feature articles have been introduced each month, in addition to the articles on Exchange by Exchangites who have given much thought and study to the organization. The editors have attempted to produce a wellbalanced publication that contains articles of general interest, articles of instruction, of information, programs and suggestions, announcements of National, State, and Affiliated Club significance, in addition to the news of interest to all Exchangites. The page on "Noted Exchangites" is intended to acquaint our members with prominent men active in

rendering outstanding service to man-kind. It is felt that Exchange should not be hesitant in recognizing distinguished men in its ranks. The cartoon appearing each month is intended to add a touch of humor to the magazine, and, thereby, make it well-rounded in its gen-

The Club Activities Department has developed to a remarkable extent because of the cooperation of the Horn Tooters of the local Clubs and other members who contribute Club news. More cuts have been used in the department, and more Clubs have been given attention. The editors are eager to give

NTERNATIONAL Golden Rule I Sunday will be observed on December 2, 1928. On this day, the nations of the whole world will sit at a common table, eat a simple meal, think of the hungry and sorrowing of the Near East, and make a donation for their aid. As in past years, the Exchange Clubs are urged to encourage this day.

every Club space in this department. Photos on Club activities are especially desired. In fact, we desire to publish every article on major Club activities that the Clubs will send in. By reports on major activities, we mean stories on the accomplishments and things that the Club is doing in the fulfillment of its purpose as an Exchange Club, and not just reports of the entertainment that the Clubs have from meeting to meet-It would be impossible to find enough space in the magazine to give reports of this kind every month.

On the whole, however, the material sent in by the Clubs is very interesting, and it is a great pleasure to work it into shape. It should be said, however, that the stories should be typewritten, thus giving us first-hand information rather than newspaper clippings. The Magazine and Publicity Department receives, virtually, bales of newspaper clippings from our clipping bureaus and other sources, and it is impossible to reprint everything that appears in newspaper clippings. Notwithstanding this fact, we do write up stories from newspaper clippings that are sent in by the Clubs in lieu of a personally written report. It must be remembered, however, that the magazine department is responsible to over 700 Clubs and has not the time to rewrite stories for each Club each month. Therefore, it suggests that the Horn Tooter and other members contributing information for this department prepare them to the best of their ability for publication.

Some Clubs have not appeared in the magazine very frequently, and, in the main, the reason is that either information has not been received or that which has been received has not been of such a nature that it would constitute news of interest to other Clubs. Every Club

is urged to cooperate with the Club Activities Department of the magazine.

The Magazine Department has established the practice of acknowledging every story or newspaper clipping that is received, when the name of the sender is attached. Further, each item is filed

and a record is kept of it.

A plan for stimulating the Clubs to send in more stories on their major activities is to be put into effect after the Convention, involving a letter which will be sent to each Club, quarterly, urging them to contribute to the magazine. Each month a card will be sent to each Club whose story appears in the current issue of THE EXCHANGITE, calling attention to the fact that its story is to be found in that issue on a given page. The Magazine Department plans to introduce a number of new features in the future, and improve many of its details as time goes on.

The policy of the magazine is created by the National Board of Control, and both the National Secretary, who serves as the Editor, and the Managing Editor have striven to conform to such

policy.

THE EXCHANGITE functions at its best as an organ of the National Exchange Club, representing equally the local and National units of the organization. It is a magazine especially for the dissemination of Exchange information, for the instructing of its members, for the building of still greater loyalty to both the National and local movements, for the exchange of ideas, and for giving formation pertaining to the activities of the Clubs. Subjects that are controversial are avoided, and no attempt is made to print fiction in competition with the popular magazines sold on the news-stands. An earnest effort is being made to produce the type of publication that will be of the maximum value to the three interests that it represents—namely, the National organization, the local Club, and the individual member.

XV. "Among Ourselves"

A number of issues of "Among Ourselves" have been published during the past year. This paper is intended to fit into a certain niche in the Organization, that will establish a close contact between the members of the Official family, including Club Presidents and Secretaries. Intimate problems, and policies that are more or less confidential, and on which account the printing of them in the columns of the National Magazine, THE EXCHANGITE, is not advisable, may be freely discussed in "Among Ourselves." Keeping Club Among Officers fully posted in matters of this kind should bring about a better understanding of all phases of Exchange, and make for better Club functioning.
While "Among Ourselves" has not

been regularly issued for various reasons, following this Convention it is planned to publish it at regular intervals. Suggestions and ideas in connection with its printing will be gladly received at National Headquarters.

(To be continued)



National Attendance Plan Report

for September, 1928

THE Attendance Promotion Plan is causing some keen competition among the Exchange Clubs through-Lout the country. Clubs not having a complete report for the month are urged to send a record of the meetings not reported to National Headquarters at once. Even omitted meetings must be reported.

The following is a report of the standing of all Clubs having furnished us with a complete attendance report for September:

GROUP A	Group B—Clubs with incomplete reports for the following meeting
(Authority Clubs formed after the	reports for the following meeting
Toledo Convention)	Austin, Texas, Sept. 26. Catasauqua, Penna., Sept. 12, 19. Centerville, Tenn., Sept. 28. Central Coast, Calif., Sept. 29. Delano, Calif., Sept. 14, 21, 28. East St. Louis, Ill., Sept. 6. Hornell, N. Y., Sept. 11, 18, 25. McDonough, Ga., Sept. 28. New Baltimore, Mich., Sept. 25. New Baltimore, Mich., Sept. 27. New Rochelle, N. Y., Sept. 12. Orland, Calif., Sept. 4. Selma, Calif., Sept. 4. Selma, Calif., Sept. 4, 24. Unadilla, Ga., Sept. 13, 20, 27. Watertown, N. Y., Sept. 27.
Average	Catacangua Penna Sept. 12 19
Columbus, N. J. 77.8% Brooklyn, Cleveland, Ohio .77.7% Evansville, Ind 67.8%	Centerville, Tenn., Sept. 28.
Brooklyn, Cleveland, Onio//./%	Central Coast, Calif., Sept. 29.
Evansville, Ind	Delano, Calif., Sept. 14, 21, 28.
Group A—Club with incomplete report for the following meeting	East St. Louis, Ill., Sept. 6.
report for the following meeting	Hornell, N. Y., Sept. 11, 18, 25.
date:	McDonough, Ga., Sept. 20.
Durand, Mich., Sept. 4, 11, 25.	New Baltimore, Mich., Sept. 25.
GROUP B	New Brunswick, N. J., Sept. 27.
(Clubs of 25 members and less)	Orland Calif Sept 4
Average	Colmo Colif Sept 15 22 20
Lodi, Calif98.6%	Swanton Ohio Sent 4 24
Marine City, Mich97.9%	Unadilla Ga Sept 13 20 27
McKenzie, Tenn	Watertown N. V. Sept. 27.
Long Branch N. L. 95.9%	**************************************
Johnson City, N. J92.6%	OROOT C
Dearborn, Mich90.0%	(Clubs of 26 to 50 members)
East Long Beach, Calif89.4%	Average
Brightmoor, Detroit, Mich. 88.0%	Hamtramck, Mich
Manney Kr 83 30%	Mt. Holly, N. J91.7%
Hornell N V 79.6%	Graham, Los Angeles, Calif. 90.4%
Lebanon, Penn79.2%	San Fernando, Calit87.8%
Mahanoy City, Penna78.9%	Napa, Calif86.9%
Elizabeth, N. J78.8%	Merchantville, Penn-
Belmar, N. J	sauken, N. J84.2%
Reaver Penns 77.8%	Waterville, N. J83.9%
(Clubs of 25 members and less) Average Lodi, Calif. 98.6% Marine City, Mich. 97.9% McKenzie, Tenn. 97.1% Huntington, Ind. 96.4% Long Branch, N. J. 95.9% Johnson City, N. J. 92.6% Dearborn, Mich 90.0% East Long Beach, Calif. 89.4% Brightmoor, Detroit, Mich. 88.0% Plainfield, N. J. 86.0% Murray, Ky. 83.3% Hornell, N. Y. 79.6% Lebanon, Penn. 79.2% Mahanoy City, Penna 78.9% Elizabeth, N. J. 78.8% Belmar, N. J. 78.8% Marlette, Mich. 78.0% Marlette, Mich. 78.0% Santa Monica, Bay District, Calif. 77.6% Fort Wayne, Ind. 77.5%	Orrvine, Onio,
trict, Calif77.6%	Cortiand, N. 1
Fort Wayne, Ind77.5%	Mt. Holly, N. J. 91.7% Graham, Los Angeles, Calif. 90.4% San Fernando, Calif. 87.8% Napa, Calif. 86.9% Merchantville, Pennsauken, N. J. 84.2% Waterville, N. J. 83.9% Orrville, Ohio, 82.6% Cortland, N. Y. 82.0% South Bend, Ind. 81.7% Alhambra, Calif. 81.1%
Rochester, Penna	Wayneshoro Ga 80.6%
North Park, San Diego, Cai. 75.0%	Keene N H 80.6%
Santa Monica, Bay District. 77.6% Fort Wayne, Ind. 77.5% Rochester, Penna. 76.3% North Park, San Diego, Cal. 75.8% Spring Hill, Tenn. 75.0% Waverly, Tenn. 75.0% Lancaster, Penna. 74.6% Mays Landing, N. J. 74.0% Davison, Mich. 73.4% Freeport, Ill. 73.3% Russellville, Ala. 73.1%	South Bend, Ind. 81.7% Alhambra, Calif. 81.1% Waynesboro, Ga. 80.6% Keene, N. H. 80.6% Fairfield, Ala. 80.5% Abilene, Texas 80.4% Oberlin, Ohio, 79.8% Lincoln Park, Mich. 79.8% Bathlehem Papus 79.8%
Lancaster Penna 74.6%	Abilene. Texas 80.4%
Maye Landing N I 74.0%	Oberlin, Ohio,
Davison Mich. 73.4%	Lincoln Park, Mich,79.8%
Freeport. Ill	
Russellville, Ala	Elgin, Ill. 79.8% Santa Ana, Calif. 79.2% Birmingham, Mich. 79.1%
Point Pleasant, N. J72.7%	Santa Ana, Calif79.2%
Alameda, Calif71.9%	Birmingham, Mich79.1%
Gordon Square, Cleve-	
land, Ohio71.7%	Scranton, Penna
land, Onio 71.7% Coldwater, Mich. 70.5% Barnegat, N. J. 70.0% West Unity, Ohio 70.0%	Northampton, Penna
Barnegat, N. J70.0%	Redwood City, Calif77.7%
West Unity, Ohio70.0%	Fostoria, Ohio76.9%
Dallas, Texas	Montgomery, Ala
West Unity, Ohio	Fostoria, Ohio
Welled Lake Mich 66.0%	Raldwin I I N V 75.8%
Conterville Tenn 65.8%	North Branch Mich 75 466
Woodmere L. I. N. V. 63.4%	Cleveland Miss 75.0%
Endicott N V 62.5%	Canandaigua N. V. 74.4%
Beach Haven N. I60.6%	Emmett. Idaho
Almont. Mich60.5%	
Hazel Park, Royal Oak, Mich. 60.0% Jasper, Fla. 60.0% San Rafael, Calif. 59.8% Norwich, Conn. 58.3%	Hanford, Calif
Mich60.0%	West End, Cleveland, O.,73.1%
Jasper, Fla60.0%	Paris, Ill73.0%
San Rafael, Calif59.8%	Mayfield, Calif
Norwich, Conn58.3%	Wilmore, Ky72.3%
Cleveland Heights, Ohio57.0%	San Bernardino, Calif71.8%
Huntington Park, Calit55.5%	Wilmore, Ky
Monmouth III 52.201	College City Mich71.1%
Manuagia Panna 47 (cf	Dunden Mich 70.30
Pichmond Calif 45.201	Orden Heh
Georgetown S C 37 50/-	Marysville Calif 60 50
Norwich, Conn. 58.3% Cleveland Heights, Ohio 57.0% Huntington Park, Calif. 55.5% Roosevelt, L. I., N. Y. 54.6% Monmouth, Ill. 53.3% Macungie, Penna. 47.6% Richmond, Calif. 45.3% Georgetown, S. C. 37.5% Jacksonville, Ill. 33.4%	Marysville, Calif69.5% Lynwood, Calif68.8%
Jacobson 7 1110, 2111	
If your Erchange Club is not i	ncluded in this report it is here

dates:	
dates: Austin, Texas, Sept. 26. Catasauqua, Penna., Sept. Centerville, Tenn., Sept. 27. Central Coast, Calif., Sept. 14, 21 East St. Louis, III., Sept. 14, 21 East St. Louis, III., Sept. 14, 21 East St. Louis, III., Sept. 17. McDonough, Ga., Sept. 18. Mew Baltimore. Mich., Sept. 19. New Brunswick. N. J., Sept. New Rochelle. N. Y., Sept. Orland, Calif., Sept. 4, 20 Unadilla, Ga., Sept. 13, 20 Watertown, N. Y., Sept. 22. GROUP C	12 19
Centerville, Tenn., Sept. 2	28.
Central Coast, Calif., Sept.	29.
Delano, Calif., Sept. 14, 21	, 28.
East St. Louis, III., Sept.	18 25
McDonough Ga Sept. 28	10, 23
New Baltimore, Mich., Sept.	. 25.
New Brunswick, N. L. Sept	t. 27.
New Rochelle, N. Y., Sept.	12.
Orland, Calif., Sept. 4.	
Selma, Calif., Sept. 15, 22,	29.
Swanton, Ohio, Sept. 4, 24	4.
Unadilla, Ga., Sept. 13, 20	, 27.
Watertown, N. Y., Sept. 2:	7.
GROUP C	
GROUP	
(Clubs of 26 to 50 mem	bers)
TT 1 3/1-1-	Average
Hamtramck, Mich.	99.1%
Cushen Tea Angelea Colif	00 404
Granam, Los Angeles, Calif.	90.4%
San Fernando, Cani	87.8%
Napa, Calif.	80.9%
Merchaniville, Penn-	04.201
sauken, N. J.	02 000
waterville, N. J	02 60
Orrville, Onio,	82.0%
Cortland, N. Y.	82.0%
South Bend, Ind	81.7%
Alhambra, Calif	81.1%
Waynesboro, Ga	80.6%
Keene, N. H	80.6%
Fairfield, Ala	80.5%
Abilene, Texas	80.4%
Oberlin, Ohio,	79.8%
Lincoln Park, Mich	79.8%
Betnienem, Penna	/9.8%
Elgin, Ill.	/9.8%
Santa Ana, Calif.	70.19
Birmingnam, Mich	79.1%
Santa Barbara, Calif	70.3%
Nauthanntan Danna	70.270
Podmend City Colif	77 701
Fortagio Obio	76.00
Montgomory Ala	76 80%
Portland Ore	76 70/-
Poughkeensie N V	76 20%
Baldwin I. I N V	75.8%
North Branch Mich	75 40%
Cleveland Miss	75.0%
Canandaigua N V	74 4%
Emmett Idaho	74 1%
Palo Alto Calif	73 90%
Hanford Calif	73 70%
West End Cleveland O.	73.1%
Paris. Ill.	73.0%
Mayfield Calif	73.0%
Wilmore, Ky.	72.30%
San Bernardino, Calif.	71.8%
Danville, Ill.	71.3%
Fordson, Detroit, Mich.	71.1%
Calhoun City, Miss.	71.0%
Dundee, Mich.	70.3%
Ogden, Utah	69.7%
Marysville, Calif	69.5%
Hamtramck, Mich. Mt. Holly, N. J. Graham, Los Angeles, Calif. San Fernando, Calif. Napa, Calif. Merchantville, Pennsauken, N. J. Waterville, N. J. Orrville, Ohio, Cortland, N. Y. South Bend, Ind. Alhambra, Calif. Waynesboro, Ga. Keene, N. H. Fairfield, Ala. Abilene, Texas Oberlin, Ohio, Lincoln Park, Mich. Bethlehem, Penna. Elgin, Ill. Santa Ana, Calif. Birmingham, Mich. Santa Barbara, Calif. Scranton, Penna. Northampton, Penna. Redwood City, Calif. Fostoria, Ohio Montgomery, Ala. Portland, Ore. Poughkeepsie, N. Y. Baldwin, L. I., N. Y. North Branch, Mich. Cleveland, Miss. Canandaigua, N. Y. Emmett, Idaho Palo Alto, Calif. Hanford, Calif. Hanford, Calif. West End, Cleveland, O., Paris, Ill. Mayfield, Calif. Wilmore, Ky. San Bernardino, Calif. Danville, Ill. Fordson, Detroit, Mich. Calhoun City, Miss. Dundee, Mich. Oogden, Utah Marysville, Calif. Lynwood, Calif.	68.8%
icluded in this report, it	is bed

Gustine, Calif. Chico, Calif. Chico, Calif. Ludington, Mich. Natchez, Miss. Westlawn-Strathmoor, Detroit, Mich. Waverly, Ohio Niles, Mich. Maumee, Ohio Oneida, N. Y. Petersburg, Mich. New York, N. Y. Hackensack, N. J. Shelbyville, Ky. Ashtabula, Ohio New Britain, Conn. Oxford, Mich. Charleston, S. C. St. Augustine, Fla. Orion, Mich. Waverly, Ohio Somerville-Raritan, N. J. Woodville, Ohio Atlantic City, N. J. Wichita, Kansas Bainbridge, N. Y. Picayune, Miss. Hamilton, N. Y. S. San Francisco, Calif. Three Rivers, Mich. South East Detroit, Mich. Elmira, N. Y. St. Louis, Mich. Bloomington, Ind.	
Gustine Calif.	67.7%
Chico, Calif.	67.4%
Ludington, Mich	67.3%
Natchez, Miss	67.0%
Westlawn-Strathmoor, De-	66 101
Wayerly Ohio	66 20%
Niles. Mich.	.66.1%
Maumee, Ohio	66.1%
Oneida, N. Y	65.9%
Petersburg, Mich	65.4%
New York, N. Y	65.2%
Shelbyville Ky	64 705
Ashtabula, Ohio	64.0%
New Britain, Conn	63.2%
Oxford, Mich	62.8%
Armada, Mich.	62.5%
Charleston, S. C	62.3%
Orion Mich	61 00%
Waverly Ohio	61.8%
Somerville-Raritan, N. J	61.6%
Woodville, Ohio	61.6%
Atlantic City, N. J.	61.2%
Wichita, Kansas	60.9%
Picavune Miss	50.0%
Hamilton, N. V.	58.6%
S. San Francisco, Calif.	56.8%
Three Rivers, Mich	56.7%
South East Detroit, Mich.	56.4%
Elmira, N. Y.	56.0%
St. Louis, Mich	55.6%
Bloomington, Ind	55.3%
Jersey City, N. J	54.2%
Wade Park, Cleveland, O.,	53.9%
Rockford, Ill	53.4%
Sioux Falls, S. D	52.2%
Savannah, Ga	52.0%
Barre, Vt.	51.2%
Rochester, Mich	47.8%
Allentown, Penna	46.3%
Morristown, N. J	45.9%
Manasquan, N. J	44.5%
Bound Brook, N. J	44.4%
Freeport, L. I., N. Y	44.2%
St. Louis, Mo	43.6%
Millington, Mich.	42.7%
Tacama Wash	42.5%
Canaa Ohia	.41.8%
Willes Barra Ponna	33 001
vviikes-Darre, renna	33.0%
South East Detroit, Mich. Elmira, N. Y. St. Louis, Mich. Bloomington, Ind. Jersey City, N. J. Wade Park, Cleveland, O., Rockford, Ill. Siavannah, Ga. Barre, Vt. Rochester, Mich. Allentown, Penna. Morristown, N. J. Manasquan, N. J. Bound Brook, N. J. Freeport, L. I., N. Y. St. Louis, Mo. Millington, Mich. Chattanooga, Tenn. Tacoma, Wash. Genoa, Ohio Wilkes-Barre, Penna. * * * Group C—Clubs with ince	omolete
reports for the following i	neeting
dates:	necting

Group C—Clubs with incomplete
reports for the following meeting
dates:
Elmer, N. J., Sept. 6.
Farmington, Conn., Sept. 25.
Grand Ledge, Mich., Sept. 17.
Grand Rapids, Ohio, Sept. 5, 26.
Grand Rapids, Mich., Sept. 12.
Lynbrook, L. I., N. Y., Sept. 25.
Meridian, Miss., Sept. 18, 25.
Minneapolis, Minn., Sept. 18.
Monrovia, Calif., Sept. 21, 28.
Newport Beach, Calif., Sept. 26.
North West Detroit, Mich., Sept.
21, 28.
Orlando, Fla., Sept. 26.
Quincy, Fla., Sept. 14, 21, 28.
D' 'I CI'C C . 14

21, 28.	
Orlando, Fla., Sept. 26.	
Quincy, Fla., Sept. 14, 21, 28.	
Riverside, Calif., Sept. 14.	
Salem, N. J., Sept. 18, 25.	
San Bruno, Calif., Sept. 6, 13, 2	2

Santa	Clara,	Calif.,	Sept.	6, 1	3.
Southi	ngton,	Conn.,	Sept.	17, 2	4.
Toms	River.	N. J.,	Sept.	25.	
		Conn.,			26.
Willin	nantic.	Conn.,	Sept.	11.	18.
25.	,	,	~	,	,
	200.000		_		

Winter Haven, Fla., Sept. 28. GROUP D

(Clubs of 51 to 85 Members)
Zanesville, Ohio. Average
Benton Harbor, Mich. 81.9%
Modesto, Calif
Frie Penns 77.00
Mansfield Ohio 75 701
Erie, Penna. 77.9% Mansfield, Ohio 75.7% Highland Park, Mich. 74.4%
Long Reach Calif 74.00
Long Beach, Calif74.0% Norwich, N. Y72.5%
Ray City Mich 70.79
Bay City, Mich. 70.7% York, Penna. 70.6% Binghamton, N. Y. 68.4% A. W. Harris, M. W. 68.4%
Ringhamton N V 69 Act
Adrian, Mich
Memphis, Tenn
Bryan, Ohio
Middletown, Conn63.2%
Bridgeport Conn 63 101
Bridgeport, Conn. 63.1% Terre Haute, Ind. 62.9%
Port Huron Mich 60.977
Port Huron, Mich60.8% Muncie, Ind60.1%
TI
Hartford, Conn59.9%
Canton, Ohio58.9%
Redford, Detroit, Mich58.8%
Portsmouth, Ohio57.9%
Jackson, Miss56.8%
Seattle, Wash56.7%
Wilmington, Del36.1%
Miomi Ela
Miami, Fla26.3%

Group D-Clubs with incomplete reports for the following meeting dates: Canastota, N. Y., Sept. 10.
Houston, Texas, Sept. 20, 27.
San Diego, Calif., Sept. 12, 19, 26.
San Jose, Calif., Sept. 4, 11, 18.
Worcester, Mass., Sept. 5, 12, 26.

GROUP E

(Clubs of 86 to 125 members)

	Average
Oakland, Calif	85.7%
Davenport, Iowa	78.3%
Lansing, Mich.	72.7%
Kalamazoo, Mich	68.9%
Holland, Mich	
Saginaw, Mich.	67.5%
Monroe, Mich	
Butte, Mont.	
Denver, Colo	
Columbus, Ohio	
, , ,	

Group E—Clubs with incomplete reports for the following meeting dates:
Jackson, Mich., Sept. 27.
Syracuse, N. Y., Sept. 6.

GROUP F(Clubs over 125 members) Average

If your Exchange Club is not included in this report, it is because your secretary has failed to report any of your for September, despite the fact that each Club is automatically enrolled in the Attendance Promotion Plan. is because your secretary has failed to report any of your meetings,

NEWS OF THE MONTH

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Exchange and Aviation Important Steps to Be Taken

IN KEEPING with our National Objective No. 1, for the advancement of aviation, and to commemorate the 25th birthday of aviation, December 17, 1928, the National Exchange Club is urging the towns and cities of the United States to observe the week of December 16-22, 1928, as Aviation Week. In all probability the Government will officially name this week as National Aviation Week. All Exchange Clubs are being urged to sponsor the week in their communities.

Preparations are being made, and extensive plans being completed for a gigantic Aviation Dinner to be held at the Hotel Commodore in New York in January, 1929. The dinner is under the sponsorship of The National Exchange Club, and is being carried out through the Exchange Club of New York. Every available luminary in aviation, from Lindbergh down, is expected to be present.

This enormous dinner will not be a mere publicity stunt for Exchange or for aviation. Under a carefully constructed campaign, worked out under the guidance of Colonel Harold E. Hartney, a famous World War Ace and New York Exchangite, each speaker will devote himself to a phase of aviation,—the landing field, the motor, the commercial transport, the safety factor, coordination with other transportation units, etc. The speakers will all be men who are prominent leaders in aviation circles, and each will discuss his own specialized subject, but the keynote of the meeting will be the establishment of emergency landing fields throughout the country, and every address will be focused on this great objective.

Oldest At Convention

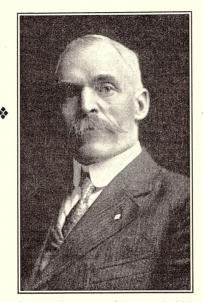
Cincinnati Member Claims Honor

SAMUEL GREATOREX, an Exchangite of Cincinnati, Ohio, is now considered the oldest member attending the National Convention at Toledo last July.

In the September issue, a photo and announcement appeared, giving the honor to R. G. Malone, 77, of Highland Park, Michigan. We are now informed that Mr. Greatorex was the older by two years, and that the distinction should be given him. He is in his eightieth year and an active member of the Cincinnati Exchange Club. He was

christened the Father of his Club and made a life member.

Mr. Greatorex, who is a member of a number of other organizations says, "I have attended some great conventions, but the National Exchange Club



Samuel Greatorex, Cincinnati, Ohio oldest at National Convention

Convention, held in Toledo, was one great, grand success, and I never saw a convention managed so successfully."

It speaks well for Exchange when it holds the interests of men as long as it has for Exchangites Malone and Greatorex.

Stories Borrowed

The Exchangite Supplies Other Publications

PREQUENTLY, articles published in The Exchangite strike such a note of interest in the minds of editors of other publications that they request the privilege of reprinting such articles in their magazines.

Recently the "Railroad Trainman," the official publication of the "Brotherhood of Railroad Trainmen," reprinted in their October issue, the story entitled "A Trip to Alaska," by Exchangite J. H. King, of Modesto, California, which appeared in the August Exchangite.

Approximately 100 monthly publications are received at National Head-quarters from other organizations and The Exchangite is exchanged in return. The exchange of magazines and reprinting of Exchange stories is helpful to keep National Exchange in the public eye.

Ohio Affiliated Clubs

Plan 1929 Convention Lake Trip

THE plans are already well under way for the 1929 Convention of Ohio Affiliated Exchange Clubs, according to State President Carl Smith, of Fostoria.

"The arrangements are for a three-day lake cruise," he says, "and it probably will be in June. There will be 400 reservations on the boat and already 235 have been sold. The reservations will cost \$35, which will include state-room and all meals on the boat.

The sessions of the Convention and all entertainment events will be aboard the boat. Two years ago, members of the Ohio Affiliated Clubs held their State Convention during a cruise to Georgian Bay, Ontario. This novel plan makes an unusually pleasant vacation trip.

Advertising Exchange

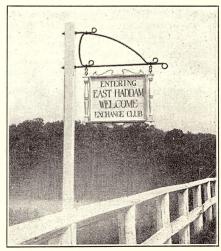
Clubs Are Urged to Build Sign Boards

XCHANGITES do not advertise

Exchange enough.

In a recent 1400-mile trip through a number of states, an observing Exchangite passed through 15 towns and cities where there were Exchange Clubs, and in all of those towns he saw but two Exchange Club signs welcoming the visitors to the city. There were any number of signs placed along the roadside by other service clubs, but the paucity of Exchange Club advertising was disappointing.

Exchange is the largest national service club in America and is rendering communities the land over a tremendous amount of service, and every



An attractive Exchange Club sign

Exchange Club should advertise his Club so that this great National Organization may continue to grow.

Spreading the name of Exchange by placing welcome signs near the city limits is an excellent method of acquainting the American public with our organization. It is, also, a good way to create a friendly feeling for your own city.

The type of sign used is not so important as whether or not you have any at all. The accompanying signs, placed by the Exchange Club of East Haddam, Conn., suggest a novel design, though others are made by manufacturers whose addresses may be obtained from National Headquarters.

Los Angeles, Calif.

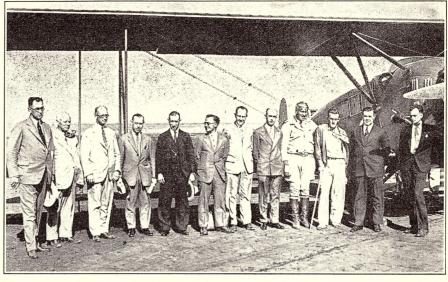
Entertains Noted Aviators

On Aviation Day at the Los Angeles Exchange Club, some of the country's foremost airmen were guests of the organization. Among the principal guests and speakers were Art Goebel, the record breaking ace in cross continent flights and the winner of the Dole-Hawaiian flight; the three sea hawks of the U. S. Navy, Lieutenants Davis, Tomlinson, and Storres; and Capt. Roscoe Turner, who will attempt, at an early date, to break the world's non-stop flying record, now held by two Germans.

Among the other noted aviation speakers and guests were O. W. Timm, President, and W. D. Timm, Superintendent of Construction, of the Timm Airplane Corporation of Glendale; Cliff Henderson, who is credited with the major part in putting on the National Air Races and Aeronautical Exposition at Los Angeles; and Capt. Walter Parkin, Inspector of Aviation, Department of Commerce, for Southern California. O. W. Timm has the distincion of having given Col. Chas. A.



By the Club of East Haddam, Conn.



Some of the Los Angeles Exchangites following their recent Aviation Meeting. They are, left to right: David H. Gates; F. R. Palmateer, Pres. Los Angeles Club; G. S. Greene, National President; Jack Gardner, Sec'y. Timm Aircraft Corp.; Albert Goldenson; F. E. Subith, Sec'y. Los Angeles Club; Roy Heinz; Dr. Ralph Coops; Capt. Roscoe Turner, Pilot; "Bill" Stapp, Co-pilot; E. S. Crawford; O. W. Timm, Pres. Timm Aircraft Corp. All Exchangites but pilot and co-pilot.

Lindbergh his first airplane ride, while his brother, W. D. Timm, has the distinction of having started Art Goebel in his aviation career.

Jack Gardner, Secretary of the Timm Airplane Company, and a member of the Exchange Club, was chairman of the day.

At the close of the meeting, a few Exchangites went down to the Long Beach Airport to help christen the plane, "The Golden Shell," owned by the Shell Oil Company of California, in which Capt. Turner will attempt to break the world's non-stop flight record.

New Jersey Clubs

Published Educational Pamphlet

The officers of the New Jersey Affiliated Exchange Clubs have published a very good little pamphlet containing information of interest about the New Jersey Exchange Clubs and the work they are doing.

Among the objectives accomplished by the Clubs during 1927 are: (1) Successfully carried out the "Three-District" regional plan, resulting in 100 per cent co-operation throughout the (2) Successfully conducted State. state-wide essay contest. (3) Successfully carried out the suggestion of assessed-club-registration fee of \$30.00 for convention expenses. (4) The Sunshine Special has been a profound success. (5) The "Save the Palisades" movement has been completed through the efforts of the North Hudson Club with the assistance of other Clubs in the State. (6) Club extention has increased. (7) Civic projects have been successfully sponsored. The booklet mentions the following as objectives to be accomplished in 1928: (1) To conduct a "Sunshine Special" as recommended by the National Exchange Club. (2) To aid in the survey of the Commission for Crippled Children, under the direction of our State organization. (3) To encourage and aid the movement for the establishment of adequate airports in the State of New Jersey. (4) To work for the adoption and establishment of uniform traffic laws and regulations throughout the State of New Jersey. (5) To conduct state-wide essay content

One page of this booklet is cleverly entitled "Lest We Forget," and lists a number of suggestions for Clubs and members. This is a mighty inspiring publication, and its editors are to be complimented.

Friendship

RIENDS are among man's greatest blessings. Too few of us realize their worth. If we did we would spend more time in acquiring friends and less time in accumulating dollars.

Wealth is a valuable asset, but friendships are not the result of wealth, but of human understanding.

Our friends understand us—know our faults and forgive them—know our strength and respect it, and when the heavy hand of adversity strikes us come to our rescue, or when sorrow has saddened our hearts come to console us.

Most of us have many acquaintances, but few of us have many friends.

Friends are truly among man's most treasured possessions.—Chips, Detroit No. 1 Exchange Club.

THE EXTENSION CONTEST

FORMS NEW CLUBS FOR EXCHANGE

CLOSING DATE—JUNE 9, 1929

for this year is rapidly gaining momentum, and Clubs are in eager competition for the Clinton G. Nichols Trophy, which will be awarded the Club accumulating the most points by the opening of the 1929 Convention. The slogan for this year, adopted at the Toledo Convention and stressed as the keynote of Convention activities, is Extension and Expansion, and the Club that wins this coveted trophy will not only be consummating this chief internal Objective of The National Exchange Club, but, also, will be rendering an invaluable service to itself and to Exchange nationally.

The pleasure of helping to form new Exchange Clubs in neighboring towns is as great as that of bringing new members into one's own Club. In nearby towns or communities where you have friends, and where there should be an Exchange Club, get your friends together and start a Club with them. Your own Club members will help you; your neighboring Exchange Clubs will help you; and, if you need it, National Headquarters will give you assistance. Irrespective as to whether or not you need help from National Headquarters in the actual work, however, it is advis-

CLUBS IN THE CONTEST

Mt. Holly, N. J., 150; Los Banos, Calif., 100; Fort Wayne, Ind., 50; Gordon Square—Cleveland, Ohio, 50; Grand Ledge, Mich., 50; Lincoln Park, Mich., 50; Memphis, Tenn., 50; Waterville, N. Y., 50; West End—Cleveland, Ohio, 50.

able that you get in touch with the National organization for full information before starting.

Here is an opportunity for all Exchange Clubs to put into practical operation our motto, "Unity for Service."

Points for the Contest are scored as follows:

100 points for the Exchange Club forming a new Exchange Club without assistance from National Headquarters.

50 points for the Exchange Club forming a new Exchange Club with the assistance of a National Headquarters' Representative.

The Club accumulating the most points in forming new Clubs by June 9, 1929, will win the Clinton G. Nichols Trophy.

A Service Pennant is given the parent Club each time it forms a new Club. The individual members who render definite service in forming new Clubs are rewarded with a Service Pin at the charter meeting, and their names are placed on the Honor Roll indicated below.

The following Clubs and members are enthusiastically working for the extension of Exchange:

CLUB HONOR ROLL

Fort Wayne, Ind; Gordon Square—Cleveland, Ohio; Grand Ledge, Mich.; Lincoln Park, Mich.; *Los Banos, Calif.; Memphis, Tenn.; *Mount Holly, N. J. (2 Clubs formed); Waterville, N. Y.; West End—Cleveland, Ohio.

INDIVIDUAL HONOR ROLL

Dr. Oliver L. Herke and Dr. W. E. Gernhard, Gordon Square—Cleveland, Ohio; Dr. Chas. A. Baribeau, Grand Ledge, Mich.; Floyd C. Johnson and William Butler, Lincoln Park, Mich.; J. R. Cerini, Fred Cromwell and Harry Doyle, Los Banos, Calif.; E. W. Sprague and H. H. Honnell, Memphis, Tenn.; Wm. Absalom, Roscoe C. Gale, E. G. Hawkins and Geo. M. Rogers, Mt. Holly, N. J.; Walter L. Race and T. H. Townsend, Waterville, N. Y.; E. John Harding and Clarence C. Schaefer, West End—Cleveland, Ohio.

EDITORIAL

Thanksgiving Rainbows

ONE of the recently favorite popular songs over the radio carries with it the cogent Thanksgiving thought, "If you want the rainbow, you must have the rain."

It is too much to suppose that the author had in mind a Thanksgiving chorus when he wrote this song, but, nevertheless, his idea runs parallel with the harvest idea and one's thankfulness for the harvest—the rainbow. He goes a step farther back than thankfulness for the rainbow, however. He says explicity what it takes to make the rainbow. "If you want the rainbow, you must have the rain."

It is the same old story set to a new tune; if you want the rose you must take the thorn. If you want the most life has to give, you must pay the price. The whole system of natural law and man's business and social relations are contingent upon this basis of paying for what you get. The miner must dig his ore and refine the dross to get his gold. The farmer sows the seed, cultivates the soil, and threshes chaff to get his wheat. When you buy your winter overcoat, the merchant tells you that you get what you pay for.

How true this is in Exchange—in the fellowship of "Unity for Service." You receive from it in proportion to what you put into it. A prominent Exchangite of Detroit just two days ago remarked to the National Secretary and the writer how much he had received from Exchange. He said, "I have gotten from Exchange more than I can ever give back." It was because he had given immeasurable service to Exchange. He was glorying in his rainbow and he had gladly endured the rain for it. He had given service and made friends by being a friend.

Tune In!

THE radio season has just opened, and most of us are tuning up our sets to enjoy the entertainment and company of the many stars on the air. The selectivity of the set is one of the important factors we are watching. We do not want to get everything, but, at the same time, we do not want to be too selective. If we are too exclusive, we shall deprive ourselves of the company and pleasure of some of the artists that we shall later come to enjoy most.

This matter of selectivity is, also, one that confronts us in Exchange Club membership building. Of course, we must be selective and build Exchange upon the basis of high character and "Unity for Service." But, we must not be too exclusive about it! The Club that restricts its membership to but an exclusive few is depriving itself of the life and gratifying achievements that are possible with an expanded membership which includes other men of similar interest in the community.

The National Exchange Club New Member Movement is now in progress—from October 1 to November 30. Its purpose is to expand the Clubs that have the possibility of a healthy enlargement. Clubs that have used this plan in the past have found it the most effective method because every member concentrates upon bringing new men into his Club at the same time. This united action brings better results than the individual method because it enrolls more new members, and, at the same time, gives the Club a fresh lease of life.

At this point, however, it should be said that Exchange does not approve of the "membership drives" sometimes fostered by organizations. Exchange is not abnormally a membership seeking organization. It desires only a growth commensurate with its proven value to its members, the community, the state, and nation. The fact remains, nevertheless, that there is an opportunity for growth in practically every Exchange community.

Within the past few weeks a number of Clubs have removed their mantle of extreme exclusiveness and have doubled and tripled their membership rosters. Clubs in every section of the United States are investigating the membership possibilities of their communities, and are bringing new men into Exchange. Hence we urge you to impress upon your Club the value of participating to the limit in this great Exchange expansion movement.

Let us make every Exchange Club bigger than ever during these two months of October and November! We want your Club to "tune in" with its participation in this great New Member Movement!

Your Investment in Exchange

TYPICAL of most institutions of character that come into being in our communities, the Exchange Club represents a considerable investment. Into it has been invested the money of the members and much of their valuable time and effort.

Nor does a well organized Exchange Club become a functioning institution by the setting of the sun. On the contrary, it must be nurtured and guided like a growing boy. With faith in its present and future value to the community, its members must give liberally of themselves to building their organization and keeping it in successful operation.

Thus, considered from a cold subjective point of view, your Exchange Club represents a heavy investment of time, money, and equipment. You have your charter, your required membership, and organization set-up. But more than these, you have your fellowship and invaluable contacts that are found in the great organization of Exchange.

Now, fully realizing what we put into Exchange, it is no less than good business to make the most of this investment. Your Exchange Club is a part of a vast organization of similar Exchange Clubs. As a part of this nation-wide movement, it has an illimitable potentiality for the accomplishment of worth-while things for your community and your state and your country. Make the most of your contact with the National Exchange Club. It stands ready to aid you in all your endeavors. It offers greater opportunity for service.

Your Club can enjoy no end of fellowship with your neighboring Exchange Clubs. They are interested in the same things you are. They can help you and you can help them. By joint meetings and exchange of speakers, visitors, and entertainment you can realize more on your investment in Exchange. Make the most of your contact with your neighboring Clubs.

Finally, with your investment in your Club, you owe it to yourself, your fellow-members, and your community to make the most of your Club as a Service Club.

EXCHANGE ACTIVITIES CLUB'HORN TOOTERS"

Gustine, Calif.

Creates Scholarship Fund

The Gustine Exchange Club has established a scholarship fund for some worthy student who wishes to pursue an education in a higher institution of learning beyond Gustine Union High School. The Scholarship consists of a loan of \$100 for a period of three years, and without interest. It was granted to Alfred Silveria, who graduated from the high school in June, 1928. He is taking a course in aviation at the California Polytechnic School, San Luis Obispo.

The loan constitutes the culmination of an objective for the Club, and the beginning of *service* work.

Selma, Ala. Entertains Orphans

On September 6, Sunshine Special Day of The Exchange Club of Selma, the Exchangites proceeded in cars to the Methodist Orphanage and took all of the children to a local amusement park.

members who assisted in entertaining them were richly repaid by the evident joy given to these unfortunate children.

Herkimer, N. Y. Publishes Boosting Booklet

The Exchange Club of Herkimer, together with the Herkimer Chamber of Commerce, and (A. A. A.) Automobile Club, has issued an instructive little pamphlet giving facts of interest to manufacturers, merchants, parents, visitors, and guests, and presenting the many advantages Herkimer has to offer them. These booklets are distributed to all parts of the country, and are the means of furnishing valuable publicity for the town.

Toledo, Ohio

Serves Hot Drinks to Newsboys

As a part of its program with the undernourished and underprivileged children of the city, the Toledo Exchange Club, through its Nutrition Committee, will serve cups of hot chocolate, each hot drinks a welcome feature to the newsies.

A prepared chocolate will be used, containing all the ingredients, except hot water, that are necessary for a cup of chocolate. Thus, the only supplies required are the envelopes containing the preparation, thermos jugs of hot water, and cups. This is a convenient and rapid method of furnishing chocolate to the boys. The thermos jugs will have the Exchange Club emblem on them, so that the whole city will know just who is rendering this service.

Atlantic City, N. J.

Strives to Remove Hay Fever Cause

At a recent meeting of the Exchange Club of Atlantic City, the following resolution was passed:

"Whereas it is an established medical fact that 90 per cent of all hay fever is caused by the presence of rag weed growing on vacant ground; and, whereas this summer affliction can be completely wiped out by removing the cause; therefore, it is resolved that the Atlantic City Exchange Club petition the governing bodies of each municipality to enforce an existing ordinance compelling property owners in the outlying sections of the city to clean up their lots."

Newton, N. J.

Aids in Fire Prevention Week

The Exchange Club of Newton took advantage of a Firemen's Parade on October 6 to begin National Fire Prevention Week by offering a prize of ten dollars for the best store window display on Fire Prevention. The displays were novel, making it difficult for the judges to decide on the winner. A great many people were in town to view the Firemen's parade, and the window displays served to remind everyone of the need for cooperation in Fire Prevention.

Durand, Mich. Receives Charter

At a banquet attended by approximately seventy-five people, the Exchange Club of Durand was presented its charter by Mr. L. G. Willison, of



Orphan kiddies enjoying themselves on the Selma, Ala., Exchange Club's Sunshine Special

There they romped and played all afternoon, then, after the fun was over, partook of ice cream, cold drinks, chewing gum, etc., served by members of the Club, assisted by several Exchangettes.

After the children had eaten all they could hold, they were returned to the Orphanage. The kiddies enjoyed themselves to the fullest extent, and the Club

cold day during the winter, to the newsboys in the business district. Distribution of the chocolate will be in charge of the Toledo Newsboys' Association. About sixty boys will be benefited by this new activity of the Exchangites, who feel that several hours on the street corners, with the mercury around the zero mark, will make the

Flint, Mich., at the conclusion of his talk on the history and ideals of Exchange. Mr. Willison, also, presented a service pin to Dr. Chas. A. Baribeau, and the service pennant to President Horace S. Reames, of the Grand Ledge Exchange Club.

A fine program had been arranged, and was given by members of the Club. Delegations were present from Flint, Grand Ledge, Lansing, and Pontiac.

The Durand Club has already selected as its first objective the securing of a paved road to connect with the Corunna highway, which will complete a fully paved route to Flint.

Niles, Ohio

Prominent in Home Coming Week

A splendid Home Coming Celebration was held at Niles, Ohio, the week of October 1-7, 1928. Niles is famous as the birthplace of William McKinley, 25th President of the United States, and for the National William McKinley Birthplace Memorial Building. All the citizens of the city, as well as the Service Clubs, civic organizations, lodges, and other bodies united in an effort to make the event the success that it was. The last celebration that Niles had along similar lines was held nineteen years ago, in 1909.

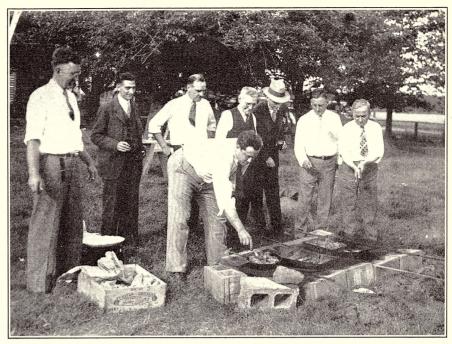
Fitting in with the general program, on Monday evening at 6:15 P. M., the Niles Exchange Club observed a special Home Coming program at St. Luke's Episcopal Church. Letters of invitation were sent out to all former members of the Exchange Club, urging them to be back for the Exchange meeting and also for Home Coming. present for the meeting were former Exchangites, representatives from the Kiwanis and Rotary Clubs, the Board of Trade, Business Men's Association, and G. A. R. veterans, along with other guests of various Exchange members. Music was furnished by the McKinley



Exchange Club Float wins high commendation in Niles Home Coming Celebration

High School Orchestra and the Exchange Club Quartette.

Remarks were made by some of the guests and the address of the evening was given by Attorney Walter F. MacQueen who spoke on "Reminiscences." About seventy-five persons attended the meeting which was one of the most in-



The "chefs" on the Buffalo Exchange Club chicken fry receiving an abundance of helpful advice

teresting that the club has ever held. It ushered in the part that Exchange was to play in the Home Coming in a most successful way. The Club President, M. A. Moore, presided in a most capable manner.

The Exchange Club had a beautiful and unique float in the industrial and civic parade held on Wednesday evening. The photograph of the float is shown herewith. The workmanship and originality of design reflects credit on the various Exchange members who built the float. Favorable comment and congratulatory remarks were heard on all sides and although the local Club did not win the cup, they feel that their efforts were rewarded.

Serving on the various committees in connection with the Home Coming were the following Exchangites: Charles R. Holeton, chairman of the publicity committee; Lloyd W. Sharp on the music committee; Howard Rider on the American group in the pageant; R. C. Stein on the auditing committee and Lee H. Garfield on the program committee.

Beautifully printed "Welcome" cards greeting home comers to the city were printed by the Club and distributed through the business section of the city. These were displayed in prominent places and added greatly to the decorations of the city.

Buffalo, N. Y. Holds Barbecue and Outing

Get 85 tired business men out in the open spaces, with ever-increasing hunger, no woman cooks, and—well, said tired business men will roll up their sleeves and play chef. That was the picture presented when members of the

Buffalo Exchange Club gathered on a farm near Stevensville, Ont., recently for their "afternoon off." A box with 200 half chickens, and several bushels of sweet corn, offered the raw material for a real "feed," and, with several of the Exchangites presiding as cooks, this raw material was soon miraculously transformed into a repast fit for a king.

Charles Arb, one of the chefs, summed up the frolic when he said: "What a good time! It does a business man good to get away from office worries and enjoy boyhood play." Men are men when they can play boy.

Preceding the outing the Club held its regular meeting. Congressman S. Wallace Dempsey, George L. Ernshaw, a Buffalo boy and pitcher for the Philadelphia Athletics, and William Brennan, president of the Erie County Bar Association, were guests, and made brief talks.

Springfield, Ill. Aids Crippled Children

The Exchange Club of Springfield is rendering a valuable service in sponsoring the work and activities of a group of about twenty-five or thirty crippled children, in the community endeavoring to give them an elementary education.

These children, belonging to parents of very modest means, are deformed physically, but have sufficient mental faculties to be able to learn some things when properly taught. Because of their infirmity, they were unable to attend the public schools, so the Exchange Club prevailed upon the school board to furnish a teacher and a room in one of the school buildings where these children could be taught. The school board supplied space and a teacher, and ar-

rangements were made whereby a bus or private cars goes to the various homes each morning and gathers up these children, delivering them at school.

Here, the youngsters are taught the rudiments of common school principles, games, and some mechanical craftsmanship, that will fit them for some line of work, either for amusement or profit when they become able to support them-

goes to court to intervene in behalf of the young person. In many cases a way has been found to aid them, and it is surprising the number of children that have been taken care of, with the result that the Exchange Club of Graham has in many instances, been instrumental in causing the delinquent boys and girls to become good citizens.

The Club is also working in close co-



Class of crippled children, who are acquiring an education through the efforts of the Springfield, Ill., Exchange Club, at their Sunshine Special

selves. Basketry, sewing, mechanical drawing, and other such subjects, are being taught them, and the children are responding splendidly to the instructions and efforts expended in their behalf. After the day's work, they are picked up by the cars or buses and returned to their respective homes.

On Sunshine Special Day, the Exchange Club planned a special entertainment for these children and afforded them a day of pleasure not to be forgotten.

The people of Springfield are very much interested in the work of the Exchange Club with the crippled children. This coming year, the club expects to provide the children with all possible assistance, including typewriters and working tools necessary to carry out the type of work planned by the public school teacher in charge of the group.

The entire Club is whole-heartedly back of this project, and are expecting some real progress in the development of these crippled children.

Graham, Los Angeles, Calif. Active in Juvenile Work

One of the very important projects of the Graham Exchange Club is its work among delinquent children. Whenever an arrest is made of a juvenile that resides in this district, the judge telephones to a member of the Juvenile Committee of the Club, who, in turn, operation with the Boy Scouts in their district, and has rendered financial aid to the boys, enabling them to complete a two weeks' camp.

Wilmore, Ky. Gives Fish Fry

On the occasion of the Ladies Night and fish fry of Wilmore Exchange Club, members of the Club, their wives, and visitors, sat in the cool pavilion of High Bridge Park and ate fish.

Raymond Wilder, of Asbury College, led the group in singing old songs, and Mrs. R. H. McKeehan played several selections on the piano. After a pleasant evening, the unexpected cool air put an end to the merrymaking, and the Exchangites and their guests departed for home.

Bethlehem, Pa. Holds Sunshine Special

One hundred and forty happy but tired underprivileged children and their mothers returned to the city after having been on the annual Sunshine Special, given by the Bethlehem Exchange Club.

The party left the city early in the afternoon, after making a trip through the city. They wended their way to an amusement park, and the kiddies had a glorious time "taking in" all the concessions. Later in the afternoon, games and races were indulged in, the prizes

for which were brand new one dollar bills. A novel feature of the day was a money scramble, in which the children joyfully scrambled for small coins, affording considerable pleasure for both themselves and the spectators.

When everybody began to feel hungry, they were treated to a lunch of frankfurters and rolls, baked beans, potato salad, ice cream, and soda water.

Yes, the Bethlehem Exchange Club's Sunshine Special was "Some Picnic"—the verdict of all who attended it.

Fort Plain, N. Y.

Protests Radio Commission Ruling

At a meeting of the Fort Plain Exchange Club's Board of Directors, resolutions were adopted protesting against the recent ruling by the Federal Radio Commission, which virtually drives station WGY off the air during the winter months. The Exchange Club Directors also requested the village papers to publish a coupon which people may sign in protest against the decision. If this ruling is carried out, radio owners in the section will be deprived of a great part of their enjoyment.

St. Louis, Mich. Party is Lively Affair

The St. Louis Exchange Club's picnic, which was to have been held out of doors, was staged at the High School building, on account of cold weather, and proved to be a lively occasion.

A pot luck supper was served, with plenty of "eats" in evidence. After the supper, and Club singing, which entailed much merriment, the members retired to the gymnasium, where games and dancing were indulged in for a couple of hours. About fifty attended the party, and all voted it a great success.

McComb, Miss. Hears Prominent Orator

The members and guests of the Exchange Club of McComb were especially favored, at one of their meetings, by a unique and entertaining address from Andrew Gainey, foremost orator of the State. Mr. Gainey was formerly connected with the State Department of Education. He was thoroughly versed in his subject, "The Constitution of the United States," and presented an interesting and witty talk.

Riverside, Calif.

Repairs Community Hospital Radio

The Exchange Club of Riverside voted to repair the radio at the Community Hospital, and put ear phones by each bed. With this improvement, the patients will find the long hours of the day made more pleasant.

The Club has also provided a cabin for the Boy Scouts, and, in line with

the usual yearly procedure, this cabin was put in condition for the annual Scout Camp, under supervision of the regular committee.

Metamora, Ohio Sponsors Annual "Fun Day"

The newly organized Metamora Exchange Club took over the responsibility this year of directing and handling the twentieth annual "Fun Day" at Metamora. The proceeds of this day are used for the purpose of purchasing and completing a public park at Metamora. The additions contemplated this season are playground equipment, shrubbery, trees, and some adjoining land. Plenty of free attractions were booked, on this day, including street vaudeville, airplane and balloon flights, Leon's Band and Murphy's Ice House Quartette of Toledo, baseball game between Swanton and Metamora, street carnival, and fireworks in the evening.

A record-breaking crowd attended, and the Club was greatly elated with the success of their initial venture. Various committees from the membership, assisted by local business men and farmers, kept the whole program moving without interruption. No accidents were reported, and the Club is looking forward to a bigger and better Fun Day in 1929.

Waterville, N. Y. Celebrates Highway Opening

The huge celebration in honor of the opening of the Old Chenango Turnpike as an improved Federal highway was sponsored by the Waterville Exchange Club, and to say that it was a success would not fully express it!

On October 4, the historic Chenango Turnpike, over which stage coaches of former years traveled in order to deliver mail and baggage to residents of the community, was the scene of a pa-



Abilene, Texas, entry in Transcontinental Air Race, sponsored by the Exchange Club. Pilot L. E.; Derryberry (left) and his mechanic

rade of cars, gaily decorated with Exchange Club banners, which rolled over the new concrete highway from New Hartford and Sherburne to Waterville, where the celebration was held. At the Methodist Church parlors, which were

decorated with flowers and greenery, and while the Exchange Club Band furnished music, the two hundred diners enjoyed a sumptuous repast. Delegations of Exchangites from Utica, Sherburne, and West Winfield joined in the festivities, at which a Carnival spirit prevailed, balloons and paper hats adding "pep" to the occasion.

Orrin Terry, Past President of the

delivered a powerful address on the principles of Exchange, and presented the charter. The presentation was followed by an appropriate response from the President, Albert E. Scheflen, Esq. Past President Robert Tait Paul, of the Camden Exchange Club, presented the felicitations of his organization, and General Winfield Scott Price, Mayor of Camden, made a brief talk on "Some of



Waterville, N. Y., Exchangites; public officials, and a former stage coach driver at huge celebration commemorating highway opening

Waterville Club, was general chairman and master of ceremonies. He introduced a fellow-townsman, Hugh G. Jones, former stage coach driver, who, over sixty years ago, daily braved the rigors of what would today be considered an impassable road for the safe delivery of mail and passengers committed to his care. Mr. Jones, in his talk, brought out the marvelous advancement that has taken place since the day of the stage coach. Several other speakers rounded out the program.

Boise, Idaho

Entertains Senator Borah

At a recent meeting, the Exchange Club of Boise entertained as an honored guest United States Senator William E. Borah, who is the only honorary member of the Club. Senator Borah acknowledged his introduction, and expressed his thanks and appreciation for the ovation he received. He promised to deliver an address to the Club at some future date.

Merchantville-Pennsauken, N. J. Has Charter Night

The Charter Night of the Merchantville-Pennsauken Exchange Club was a pronounced success. Approximately one hundred persons gathered at the banquet table, including good representations from Exchange Clubs at Haddonfield, Haddon Heights, Mt. Holly and Camden.

Frank A. Hendrickson, representative of The National Exchange Club,

the Services that may be performed by an Exchange Club." The main address of the evening was delivered by Dr. John Wilkinson of Philadelphia.

An outstanding feature of the affair was the presentation of a wrist watch to George Powell, an Exchangite, and the man selected as the most worthy of New Jersey's greatest honors as a World War hero. He received a medal this summer from the Governor of the State as New Jersey's acknowledgement of his heroism in holding a point with a machine gun for several days. This gift was the Club's expression of its regard for his bravery.

The recollection of this Charter Night celebration will linger long in the minds of every Exchangite present.

Fresno, Calif.

Fresno Exchangite Heads California's Greatest Industry

Performing an outstanding service to its community and the State of California, the Fresno Exchange Club took the lead in assisting in the initiation of plans for National Grape Week, observed throughout the United States from September 23rd to 29th. The movement to popularize California grapes is sponsored by the California Vineyardists Association and Donald D. Conn, the Managing Director of that organization, is an active member of the Fresno club

National Grape Week was brought to the attention of the last annual Exchange Club convention in Toledo by the Fresno Club, when H. R. Freeland distributed a ton of California grapes to those present. Over one million tons of fresh California grapes are now shipped annually to the markets of the world—Fresno being the center of the State's production. Due to the absence of any coordinated effort towards wider and more efficient distribution prior to the organization of the California Vineyardists Association, production greatly exceeded profitable demand during this period, and prices to the producer decreased.

Grapes are the largest item of perishable fruit leaving California annually, 74,000 cars being shipped out last year. Practically every community of the State is affected by the present greatly decreased purchasing power of the vineyardist and under the program of Mr. Conn's organization, business and professional men as well as industrial units are assisting financially and otherwise in the rehabilitation program now in progress. Chambers of Commerce throughout California, Service Clubs, and hotel organizations took an active part in the plans for National Grape Week. California banks, railroads, lumber and oil companies, and, in fact, every form of business and industry having an interest in this important agricultural pursuit assisted the growers in their initial efforts to help themselves.-Henry Avila, State 2nd. Vice-Pres.

Long Beach, Calif. Contributes to Flood Relief

The Exchange Club of Long Beach collected a voluntary contribution from the members of the Club toward the relief of suffering caused by the recent Florida disaster, and \$1025 was raised. As a number of members were absent, a committee was appointed to call on the absentees, with the hope of increasing this amount several hundred dollars.

Paul Mallonee, treasurer of the Long Beach chapter, American Red Cross, presented the matter to the Club, urging that the donation be as large as the members could afford.

Orland, Calif. Host to 800 From Service Clubs

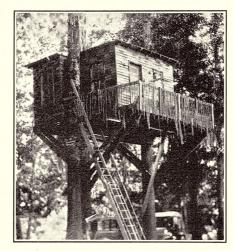
The Orland Exchange Club acted as host to all of the Service Clubs in Shasta, Tehama, Glenn, Colusa, Yuba, and Butte counties, at a dinner on October 3. The dinner gathering was held at the Glenn County Fair, the annual Orland event. About twenty Service Clubs, including, besides Exchange, Rotary, Kiwanis, Lions, and Achaens, with their ladies and guests, totaling approximately eight hundred people, sat down to a dinner in the amusement tent at the fairgrounds. An interesting entertainment program was provided.

The speakers for the occasion included the Hon. Hiram W. Johnson,

United States Senator from California, and Ralph H. Wight of Martinez, President of the California Affiliated Exchange Clubs. Mr. Wight stressed the need for active citizenship and active interest in public affairs by all Service Clubs as their first obligation as a service organization.

Vicksburg, Miss. Meets in the Tree Tops

The members of the Vicksburg Exchange Club were entertained by State Secretary Henry N. Levy, at Logia



Members of the Vicksburg, Miss., Exchange Club were entertained at State Secretary Levy's novel house in the tree tops

Loco, a unique house, built in the tree tops, at Long Lake.

This novel house is equipped with all the modern conveniences for home, such as electric lights, running water, folding beds, tables, refrigerator, stove, heater,—in fact everything—and is one of the show places in Vicksburg.

A fish dinner was served the Vicksburg Exchangites, and they were welcome to remain at the lake as long as they desired.

Walled Lake, Mich. Meets With 4H Club Boys

The Exchange Club of Walled Lake met with the 4H Club boys of the community for a dinner and review of the season's work. Twenty boys, thirteen Exchangites, Superintendent H. E. Nesman and W. C. Proctor, in charge of Agricultural work and the 4H Club work in the school, and Miss Mabel Jones, music instructor in the school, were present. Walter Gospill, state Y. M. C. A. secretary, and a member of the Walled Lake Club, was chairman of the meeting.

The dinner was preceded by games in the gymnasium, and singing. E. V. Mercer, President of the Exchange Club, welcomed the boys and gave a short talk. Douglas Welfare, president of the 4H Club responded for the boys,

thanking the men for their interest and cooperation. After short talks by Superintendent Nesman and Mr. Proctor, the boys gave a report of their work.

Sixteen raised potatoes, two boys raised chickens, one sheep, and another bees. Leon Marsh and Douglas Welfare both won prizes on their chickens. The boys raising potatoes will exhibit them at the school and community fair this month, and, later, at a show for the entire county, as well as at Michigan State College.

The sponsoring of the 4H Club is one of the most interesting and important movements undertaken by the Walled Lake Exchange Club. Early in the summer, each member drew the name of one or two boys upon whom he was to call during the summer and show an interest in their project. Boys who wished to enter the 4H Club were financed for the initial venture—that is, they were given a bushel or more of certified seed potatoes, a swarm of bees, or a pair of pigs, a sheep, a calf, etc. The boy who received the stock gave his note for the amount of the purchase price, and must pay back the money through the sale of his product. He will keep a record of the number of hours spent at work, the amount of feed used, and other incidental expenditures, and, at the close of the season, will figure up the total cost and determine his profit. The 4H Clubs are national in scope, the four H's standing for Heart, Health, Hand, and Head.

Mount Holly, N. J. Gives Sunshine Special

At the Sunshine Special of the Mount Holly Exchange Club, a caravan of thirty-eight automobiles carried one hundred and forty-eight boys from Mount Holly and the vicinity, and the Exchangite hosts, to the Athletic-Cleveland baseball game in Philadelphia. There never was a happier bunch of Young America!

State troopers escorted the caravan as far as the Delaware bridge, where Delaware bridge officers took charge, and on the Philadelphia side, it was met by Philadelphia motorcycle officers, who cleared and led the way to the baseball park

At the start, each boy was given twenty-five cents to spend as he saw fit, and, in addition, the hosts saw to it that, when his money ran out, he did not go hungry or thirsty. The return trip was made immediately after the game, and the "Special" was accorded the same careful police escort. The boys arrived home tired but happy, with precious memories of "Ty" Cobb and other baseball heroes, the idols of boyish hearts.

Many citizens of Mount Holly have heaped hearty commendation upon the Exchange Club since the trip.

Exchange Education Report

(Continued from page 13)

mentioned ever and anon. There is no doubt that the Exchange Club, which meets its local, State, and National dues promptly, has the best spirit and enjoys its Club life more fully than do those who have to be nagged about these matters more or less. We know several organizations in which the chief executive is obliged to spend a major portion of his time in collecting his own salary and the additional funds necessary to keep the machine going. Can you conceive of a greater economic waste or a more fallacious policy than for an organization to operate on such a basis? Exchange has a sound financial policy and when operated normally is perfectly effective. The individual member is our asset. When he pays his dues to the local Club on or before the date mentioned in his by-laws, it is immediately possible for State and National fees to be remitted and everyone is happy. The officers of the several organizations are permitted to go on with constructive work, carry out plans, and promote the general welfare of the entire organization. In this way, and in this way only, can this or any other organization be safe and sound. The spirit of this message should be given to every new member upon his entrance to the Club, and if he is started right, he is likely to become an habitual prompt payer. "Bring up a child in the way he should go and when he is old he will not depart from it."

Selective Membership

It appears to have been the intention of the founders of Exchange to secure a carefully selected group of men for membership, men of similar tastes, of common ideals, and with communitymindedness. There was no idea of political or religious differences or social distinction. These ideals were carried out very carefully in the early organization. Divergence from these in later and newer Clubs, in which the. Clubs have been loosely organized, has brought confusion and sometimes disaster; as goods well bought are half sold, so a Club well-organized is well on its way to success.

The first ten men necessary for organization are not always easily attainable, especially in smaller communities where other Clubs exist and the field has been unwisely worked. With what care should these ten be selected? Speed at this point is not essential. An ambitious desire may lead to the acceptance of men easily influenced and who are unwilling to subscribe to the ideals and become active workers in the Club. On the other hand, ten men who are themselves representative citizens in their

respective business or profession, mean an attractive magnet which will draw men of like ideas and ideals. Homogeneity is quite naturally a quality of highgrade membership. Plenty of social variety will be secured in the personality and temperaments of the members.

Following the first ten, the same high standards should be maintained in securing the next fifteen. Then, with the Club organized, clearly defined rules of procedure should be announced occasionally, and always followed in bringing new names for consideration to the Board of Control. The fact that some one knows a man who is a good fellow, or a cousin of his wife or trades at his store, does not, as a rule, constitute adequate qualification for membership in an Exchange Club. Unity in membership is much more to be desired than numbers.

Exchange Salesmanship

Exchange requires salesmanship. It is not sufficient to say to a friend, "We have started a new Club and would like to have you with us." After inquiring who is in it, he says "Sure, where do I sign?" Perhaps we place Exchange ideals too high, but if our Club is to continue in the face of destructive criticism, if it is to survive the natural inertia of its own membership, if it is really to become a vital power to affect the lives of its membership and become, as we sincerely believe, a great dominating social agency, moving men to high purposes and worthy action, it will be positively imperative that our membership be "sold" to Exchange. Our organization is physical with the usual trappings, but the dominant note in the spirit of Exchange is service, and he who gives most, gets most.

Inter-Club Relations

We have watched, with increasing interest, the growing tendency of Service Clubs toward co-operation and teamwork. While in the very nature of the case, Club action must always be independent, agreement upon general policies is desirable, in order to prevent duplication of effort. Where several Service Clubs have been organized in the same town, the best results are probably obtained by having a Club Council composed of say three representatives from each Club to consider matters of general interest. It is suggested that regular meetings be held and that the council be called rather frequently for special matters.

We are strongly opposed to Exchange Clubs becoming auxiliaries of all of the civic and charitable institutions in the community. We do not have any ob-

jections to individual membership and work in any other organization nor contributions to its support and maintenance.

There is a tendency, in some communities, to call upon Clubs for contributions to civic budgets and charities. There is naught to be said against this, in general, but we are quite sure that it destroys a large part of the initiative of a Club simply to hand out a check, thus financing someone's else proposition or scheme. It is our idea that Clubs should develop their own plans and methods of work and not be simply writers of checks. The easiest thing in the world to give is money, while absolutely the most difficult thing in the world to give is self. Strength and prestige are both enhanced by developing your own plans and carrying them to successful completion.

The Political Hubbub

California's distinguished United States Senator paid a tribute to the report of this committee last year by reading liberally from its contents. May we venture to suggest again the importance of personal activity and participation in the affairs in government? Nothing better marks the right-minded citizen than an intelligent insight into local, State, and National affairs. believe the Exchange Club a wonderfully important and useful forum for the discussion of public policies. It is hardly necessary to remark that discussions should avoid personalities, bitterness, and pettiness. It may be that debates among the members could be handled safely, and certainly should be handled carefully. Clubs will have no difficulty in holding rare meetings with important subjects for consideration. This ought to lead up to individual interest, resulting in a one hundred percent vote of your Club membership. Explain the absent voter's law. With intelligent planning, the summer and fall of 1928 will be great.

Justifiable Pride

While we are not unmindful that the Scriptures say "Pride goeth before a fall," we want to assert most strenuously that Exchangites have great occasion for pride in their Service Clubs. The better one comes to know the organization, its constitution, its methods and plans of work, its rules of procedure, its principles, its spirit and aim, and above all, the personnel of its membership, the prouder he becomes of the fact that he has been honored by membership in the Exchange Club. You will observe that the conditions for enjoyment of this emotion are based upon a number of

propositions. It is possible that you are not measuring up to some of these. "For where your treasure is, there will your heart be also." If one does not put himself into a proposition, he will not get much out of it.

The influence of Exchange has come to be recognized and felt throughout the United States. If this is not true in your community, it is because you and your Club have failed to measure up to the supreme opportunities of Exchange. Who is to blame if the Exchange Club is not the largest, finest, and most influential Club in your city? Who is to be censured if the Exchange Club is not reckoned as one of the dominating factors in the social life of your city? To whom shall we look if the churches, lodges, and fraternal and welfare organizations of your community do not naturally look to the Exchange Club for leadership and turn to it almost automatically when big things are to be done and propositions worthwhile are being considered? We are working under plans and specifications for a great social structure. There must be artists, as well as artisans; memberbership in the Exchange Club calls upon men to make the most of themselves and do the best they can. This is being done by hundreds and thousands of Exchangites. In scores and scores of communities, Exchange is measuring up to its opportunities and privileges and has come to be recognized just as her fondest admirers hope to have her become in every place Exchange is known.

A Challenge

We bring a ringing challenge for renewed efforts, to every Exchangite throughout our land for bolder measures, and for greater plans in the name of our Club. The field is not narrowed, nor is the work to be done lessened. Each age brings its own peculiar problems and these, perhaps, increase in volume as the world goes on. The old enemies of the race still menace us. Ignorance and illiteracy, while constantly diminishing, are still to be found in the dark places of the earth, not alone on the outer edges of civilization, but in many places in the heart of our own country. Crime apparently has never been so bold and flagrant as in these days when many of our most wonderful and prized inventions actually lend their assistance to the criminal. Disrespect for law and order and courts, and for those in authority over us, seems on the increase. The stability and sanctity of the home appears to be yielding to the dance hall, the golf links, and the automobile. Our social clubs, luncheons, and never-ending rounds of engagements make demands upon our time and health far beyond their importance. Sickness and sorrow will never cease to hang like a cloud over the world. The

great industrial and social problems still require clear thinking and judicial calm in their administration and solution.

We firmly believe that it is the Providence of God that the Exchange Club and other Service Clubs have come into being to knit more closely the heterogenous elements of our society, to bridge the gaps left in our charitable and welfare structure, and to hold together all our political and social life now threatened by the disintegrating forces everywhere at work.

These are the Herculean tasks to which you are called. To you has been given the heaven-sent joy of serving, of living for others, of leaving the world better than you found it. Monuments and memorials are never erected in honor of people who live for themselves, but the world is always glad to remember those who lived for others.

W. J. McKONE, Chairman The National Committee on Education

Aviation's Birthday

(Continued from page 5)

machine lifted from the ground after a 40-foot run, and the course of the first flight was erratic, due to irregularity of the air and partly to lack of experience in handling this machine.

The control of the front elevator was difficult on account of its being balanced too near the center. This gave it a tendency to turn itself when started, so that it turned too far on one side and then too far on the other. As a result, the machine would rise suddenly to about 10 feet, and then as suddenly dart for the ground. A sudden dart, when a little over a hundred feet from the end of the track, or a little over 120 feet from the point at which it rose into the air, ended the flight. As the velocity of wind was over 35 feet per second and the speed of the machine over the ground against this wind 10 feet per second, the speed of the machine relative to the air was over 45 feet per second, and the length of the flight was equivalent to a flight of 540 feet made in calm air. The flight lasted only twelve seconds but it was, nevertheless, the first successful flight in the history of the world.

That was twenty-five years ago. For some time, aviation developed slowly, despite the pioneers who saw its possibilities. Unless a world war had developed, it is probable that aviation today would be in the doldrums. Previous to 1914, when the European nations at war feverishly developed the airplane as a weapon of destruction, the aviation enthusiasts were few. The war forced the airplane to the front, after it had hibernated for eleven years, following the historic flight of the Wright plane. The aircrafts of 1913 were but little different to those of 1903. In 1910 the American Army had only one airplane, under the charge of a lieutenant who was the Army's air force, pilot, ground squad, and mechanic.

The World War, however, showed the possibilities of the airplane, and when peace came, men began to develop it as an instrument of peace and commerce. In fact, the effect of the world conflict on the development of civil

The craft faced a 27-mile wind. The aviation in the United States was profound. Many new aircraft factories had been built, hundreds of aeronautical engineers and designers had been given an opportunity to demonstrate their skill, 10,000 pilots had been taught to fly, nearly 17,000 planes had been manufactured, scores of thousands of artisans had become skilled in aircraft production. All of this created a personnel and material out of which was to develop the postwar aviation, which differs so widely from European civil development. With peace, no inconsiderable percentage of those who had been engaged in the manufacture of aircraft, or trained as pilots, became actively interested in the civil possibilities.

America today is doing a prodigious amount of civil flying. A great transcontinental system of air mail, express, and passenger service, rapidly growing, has been in actual operation for two years. Air service operators are flourishing in hundreds of cities. Executives are flying their own airplanes in the conduct of daily business. Nearly two thousand airports are in existence, and some airplane companies are behind on orders.

While the public is best familiar with the airplane as a mail, express, and passenger carrier, it is used in a wide variety of pursuits; such as aerial photography, airplane dusting of crops, forest patrol work, scientific studies, aerial advertising, geographical study, spotting schools of fish, observing traffic congestion, searching for lost persons, surveying, map making, representation of properties, engineering surveys, carrying supplies to inaccessible regions, first aid to devastated cities, and in many other ways.

Recent figures of the Department of Commerce revealed the present-day importance of air transport, which is built largely around the activities of air-mail companies.

There are now 17 air-mail companies operating 25 lines, with important additional routes scheduled for early operation. The mail planes are flying now at the rate of more than 9,000,000 miles a year and in 1929 will fly more than 10,000,000 miles a year. The mail planes are flying 94% of the total mileage scheduled, and that record includes night flying in both directions over 8,000 miles of lighted airways. The air mail planes now traverse 37 states, with 102 scheduled stops. Planes flying United States mail this year will fly more than half as much as the total mileage flown by mail, express, and passenger planes in Europe.

The total mileage flown by all European countries last year was 14,129,000 miles. Figures show that Germany led all European countries in mileage flown last year, with nearly 6,000,000 miles; France 3,755,000; while planes of Great Britain, Italy, Netherlands, and Poland flew less than one million but more than one-half million miles. Planes of Switzerland, Sweden, and Czechoslovakia flew between one-half and one-fourth of a million miles. The American mail plane flights of 7,600,000 miles this year do not include a substantial mileage flown by passenger craft operated by the mail carriers.

In addition to the air mail mileage, the air passenger services have expanded rapidly in recent months. The Pacific Coast area, with its great distances between cities, took the lead in providing regular daily air passenger service. Some of the important, strictly passenger lines now in operation include those from San Francisco to Los Angeles, which make the trip in three hours; Los Angeles to San Diego in 70 minutes; Los Angeles to Phoenix, Arizona, in three hours; Los Angeles to Salt Lake in six hours; while there is also a regular passenger service from Los Angeles to Seattle, a distance negotiated in 14 hours.

One can fly from Vancouver, B. C., southward through Washington, Oregon, and California to the Mexican border, a distance of 1800 miles.

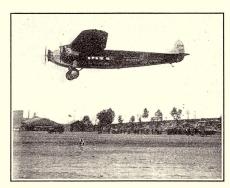
In the Middle West regular daily passenger service is provided between the Twin Cities and Chicago, Fargo and the Twin Cities, Chicago and Cleveland, Chicago and St. Louis, Chicago-Detroit-Cleveland, and Chicago to Omaha. Trimotored, 12-passenger planes are now operating from San Francisco to Chicago, a flight of twenty hours.

By June 1929 it will be possible to fly in large, tri-motored planes, equipped with Pullman berths, from New York to the Pacific Coast. The early months of 1929 will witness a rapid extension of strictly passenger service in all parts of the country. It may then be seen that the day when the United States will fly more miles than all of Europe combined is just ahead.

Each major improvement of America's mode of transportation and communication has been followed by changed methods of doing business, and our country's social habits have

likewise been influenced. When the train silenced the hoofbeats of the Pony Express, trading areas were expanded and sectional differences were minimized. The automobile worked a remarkable transformation in our business and social habits, and now the airplane promises to make equally radical alterations.

The original airplane of the Wright Brothers has been developed to the point where air transportation is not only fast, but safe. And, it is certain that within a few years people will board planes with the same nonchalance as they now embark on a train or steamer journey. The public is learn-



This 12 passenger plane reduces the day's journey between Los Angeles and San Francisco to 3 hours

ing the difference between stunt and trans-oceanic flights and the dependable safe air transport, furnished by dependable companies, operating licensed planes, flown by licensed pilots on regularly scheduled routes. The American Air Transport operators who receive no federal subsidy, as is given commercial carriers in Europe, are putting commercial aviation in this country on a sound basis, financed with private capital. These operators are confident that the American public will give the patronage that the airplane, the latest tool in a ceaseless fight against Time and Space, merits.

The day of dependable air transport is here *now!*

Editor's Note: In keeping with our National Objective No. 1, for the advancement of aviation, and to commemorate the twenty-fifth birthday of aviation, Dec. 17, 1928, the National Exchange Club is urging the towns and cities of the United States to observe the week of Dec. 17, 1928 as Aviation Week. In all probability the government will officially name this week as National Aviation Week. All Exchange Clubs are being urged to sponsor the week in their communities.

Form a Boys' Club

(Continued from page 9)

the old warehouse attic space is all taken up by these three rooms. I hope not, for there is still one more very im-

portant thing to install; something that the club will need badly right in the very beginning of its history. That will be a room where meetings can be held; where all of the club members can congregate to listen to what their Big Brothers of Exchange have to tell them; where they can gather to see the moving picture shows that will be given them from time to time by folks who own a small projection machine; a room where the boys can enjoy the entertainments that will be provided during the winter by various home-talent groups and where the boys themselves can stage their minstrel shows and hold their "feeds."

But if the space in the old warehouse attic will not allow this feature, do not let it stop you from starting the club, because you will find that a gym, a swimming pool, a meeting hall and a play ground will be added some time when the "hoop" gets a good start.

Now, I hear an Exchangite over at that table ask the big question, "And who is going to supervise all of this. Who will look after things in this new club you want us to organize; hey?"

Here is the answer. To place a trained director in charge of the new club takes money, because even boy club directors have to live. In the formation of a new club, where there are other items of expense to be met, it may not be convenient to have a pay roll to worry about, so my suggestion is this: Let your Board of Control select a Boys' Club Committee of seven men. These men must be fellows who are really interested in boys; men who like boys; men who can keep their heads and never lose their tempers; men who can pass out a sentence of suspension, to a boy who has broken a rule of the club, with a smile and a kindly word rather than censure for the boy's fault. The success of the club will be largely in the hands of these seven men.

And why seven men? Because Bill will direct the club on Monday night, from six to nine o'clock; Joe will be on the job on Tuesday; Frank will hold the reins on Wednesday; Pete on Thursday; George on Friday; and Jack on Saturday; while Earl, the seventh man, will be the pinch hitter when one of the others cannot possibly be on the job because of illness or other unavoidable circumstance. And you seven men will have the time of your lives. You will learn again the language that you used to speak so many years ago; you will again be thrilled by marbles and dominoes and other kid games you used to play.

The janitor work of the club will be done by the boys themselves, turn and turn about. The club can be opened in the afternoon, when school lets out, by older boys whom you can depend upon. You will find such, and they will

keep things going until the Exchangite "Officer of the Day" gets on the job in the evening.

Oh, it isn't a hard thing, men, to start a club for the kids of the streets. They are not seeking oak-finish woodwork and walnut furniture. They will be happy in their little club, even if they have to sit on soap boxes and cracker barrels.

It is time that Exchange woke up to the need of giving a small part of its "Boy Culture" time to the kid who has no chance to join the organizations of the "privileged" boy.

Just remember this: Every "street Arab" will become a voter some time, just as the Boy Scout will. He will be a citizen of your community, just as your own boy will. What kind of a citizen will he be if no one makes an effort to steer him up the right road?

We Exchangites have a wonderful opportunity to give to our home towns some real service, by making assets out of our underprivileged boys, who often become liabilities. We can leave behind us, when we pass on, monuments of flesh and blood. by just giving a little of our time, our energy and money to the organization of clubs for the street boys and by building "A temple of Citizenship" where Exchange, in all of her nobility and beauty shall be the reigning priestess.

Health and Happiness

(Continued from page 7)

lack even a high school education. Still, a third cause of this anomaly is the unfortunate fact that hundreds of greedy, immoral, incompetent, and unscrupulous men and women have, by hook or crook, joined the ranks of the regular medical practitioners. These unworthy "physicians" not only take advantage of the defenseless patients by prescribing unnecessary tests, treatments, and operations, but sooner or later they become fee-splitters, quacks, seducers, bootleggers, drunkards, and even abortionists. They also bring disgrace to one of the most unselfish and noble of all professions—the medical profession. Undoubtedly, these false "physicians" have driven countless discouraged and disappointed patients to the irregular practitioners.

There is a fourth reason for the great prevalence of these practitioners. It is the fact that the cultists and the faddists have filled the newspapers and the magazines with their alluring and "guilt-edged" promises. They "guarantee" cures or "money back." promise the sun, the moon, and even the morning star to every bewildered sufferer. Thus the discouraged and credulous patient is deceived, just as the drowning man who grasps a straw.

On the other hand, the regular physicians have "muzzled" themselves with their beautiful and idealistic medical ethics. But the times and conditions have changed so much that the good old

Statement of Ownership, Management, Circulation, etc., required by the Act of Congress of Aug. 24, 1912

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of The Exchangite published monthly at Mount Morris, Illinois, for October, 1928.

State of Ohio, County of Lucas, ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Herold M. Harter, who, having been duly sworn according to law, deposes and says that he is the Editor and Business Manager of The Exchangite and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of Congress of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, The National Exchange Club, Suite 525 Ohio Building, Toledo, Ohio.

Editor, Herold M. Harter, Suite 529 Ohio Building, Toledo, Ohio.

Business Manager, Herold M. Harter, Suite 529 Ohio Building, Toledo, Ohio.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual omers must be given.)

The National Exchange Club is a corporation not for profit and having no stockholders. National President George S. Greene, Los Angeles, Calif; National Treasurer, Robert F. Nitsche, Terre Haute, Indiana; National Secretary Herold M. Harter, Toledo, Ohio.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholder

HEROLD M. HARTER, (Signature of editor, publisher, business man-(Signature of euror, publisher, sager, or owner.)
Sworn to and subscribed before me this 24th day of September, 1928.
(Seal) M. A. Calkins, Notary Public.
(My commission expires April 18, 1930.)

medical ethics should be poured into a twentieth century mould and thus brought up-to-date. They should at least be given a more liberal interpretation to meet the needs and the conditions of the twentieth century. Being so "muzzled," it is easy to understand why so few physicians ever dare to enlighten the general public on preventive medicine and on eugenics. Small wonder that the drugless practitioners and the "healers" are patronized.

A great deal has been written and published on quackery, on the dangers of self-treatment and on the folly of consulting the irregular practitioners and the faddists. With a few exceptions, however, these papers are read before medical audiences. They are published for the most part in the medical journals. And, consequently, they are seldom seen or read by the general public. This is a deplorable situation. It leaves the field of public health education almost entirely in the hands and at the mercy of the cultists and the faddists. To be sure, the United States Public Health Service authorities and a score of medical and lay organizations have published good books on hygiene, on dietetics, and on preventive medicine. In addition to that, any number of state and county medical societies have prepared and published excellent pamphlets full of warning for the laity. American Medical Association has, time and again, published good books; such as: "The Great American Fraud," "Nostrums and Quackery," and many others. Professor Maddox wrote "The Medicine Man," and the chief editor of the Journal of the American Medical Association only recently published his book on "The New American Follies." Books like these should be found in every library, in every bookstore, and in every home. But, as a matter of fact, comparatively few laymen have even heard of them. This is a sad state of affairs, and it is due to the fact that these books are advertised largely in the medical journals. Furthermore, compared with the pornographic and tabloid "literature," these books make a painful reading. Indeed, they are not popular, because they are serious and truthful books. Is it any wonder that those who most need the warning are the ones who almost never see it, or make any use

But there are signs of awakening. Without any hemming or hawing, some of the ablest and most unselfish physicians, and even laymen, are beginning to take a stand for the unmuzzling of the ethical practitioners. For example, Sir Thomas Horder recently threw a real bombshell within the ranks of the British Medical Association. He declared that what the general public needs more than anything else are public health lectures. He suggested that these lectures be given by the regular physicians, instead of by the cultists, faddists, "healers," and the clergymen.

There can be no real progress until the regular physicians are unmuzzled, and permitted to take their rightful place in public health education, in preventive medicine and in eugenics. Not until then will the eyes of the general public be opened as to the ignorance and the traps of the irregular "doctors" or "healers," so-called.

NEED OF EUGENIC EXAMINATIONS

When intelligence, sex, economic, sociologic, and, especially, psychologic, tests are added to a thorough health examination, the whole procedure is known as an eugenic examination. The time is coming when this examination will be given to every couple contemplating marriage. There will be strict laws requiring a certificate of a succesfully passed eugenic examination, before anybody can secure a marriage license. Such an examination may disclose serious objections or real barriers to a happy marriage. They may discover good reasons against having children. And these tests may also unearth important religious, economic, age, racial, or social conditions which may bring about a mis-mating or unhappiness in marriage. A eugenic examination should be taken before the engagement, or at least before making any definite plans for marriage. In this way many a broken engagement, family scandal, and divorce may be avoided. A thorough eugenic examination may remove all the false barriers and all the imaginary objections to a happy marriage. These tests will give each couple an ample opportunity to rid themselves of prudery, false modesty, and many a groundless fear which all too often interferes with the establishment of a happy home.

During a eugenic examination a well-trained and reputable physician and psychologist will have an excellent opportunity to give much needed instruction and advice without which many a matrimonial ship is sooner or later disabled or completely wrecked. When the marriageable couple are sufficiently intelligent and mature the examiner may give them an opportunity to read and to study together one or more of the modern books which are especially written for those contemplating marriage.

In my long study of psychological and sex problems and their relation to happiness, marriage and divorce, I have come to the conclusion that the art of love in its noblest sense and single standard of morals-both before and after marriage—is unknown to over seventy per cent of our homes. Judging by the unknown, and yet appalling, number of abortions, unwelcome children, family scandals domestic crimes, divorces, suicides, and seductions, this art is evidently not practiced in a great many homes. Indeed, this is a shocking and apparently harsh accusation against the average home. Nevertheless, it is a statement as true as it is sad. Only a few professional men and women are really aware that comparatively few marriages are really successful and perfectly happy. Ignorance and prudery on sex problems, poverty, lack of special training and preparation for marriage, selfishness, and lack of eugenic examinations,—these are the principal causes for most marriages being partial or complete failures.

I agree with Dr. Cadman, who re-

THE EXCHANGE CALENDAR

P)

NOVEMBER

New Jersey Affiliated Exchange Clubs Convention—November.

JANUARY 1929

Educational Meeting on Facts About Exchange.

Michigan Affiliated Exchange Clubs Convention—January, 1929, Redford-Detroit.

MARCH

National Community Service Week, —March 24-30, 1929. Birthday Anniversary—March 27, 1929.

MAY

Educational Meeting on Exchange Club Inspiration.

California Áffiliated Exchange Clubs Convention—May 23-25, 1929, at Pasadena.

Mississippi Affiliated Exchange Clubs Convention—May, 1929, Columbus.

JUNE

National Exchange Club Convention—June 9-12, 1929, at Jacksonville, Florida.

Florida Affiliated Exchange Clubs Convention—June 10, 1929, at Jacksonville.

Georgia Affiliated Exchange Clubs Convention—June 10, 1929, at Jacksonville, Florida.

Connecticut Affiliated Exchange Clubs Convention—June, 1929, at New Britain.

Ohio Affiliated Exchange Clubs Convention—June, 1929.

AUGUST

Annual Sunshine Special—August 6, 1929.

cently said: "Too many brides and bridegrooms approach the marriage altar without any adequate conception of the relation into which they are about to enter." And he suggests, "Let us have a house cleaning in the churches and in the marriage laws of our forty-eight states."

Needless to say, a good eugenic examination may be obtained only from an absolutely honest, moral, unselfish, and experienced physician who has

made a special study and practice in Medical Psychology, Sexology, Sociology and Eugenics. Unfortunately, not every physician can qualify to give such examination. This is due to the unpleasant fact that modern Eugenics and Sexology are forbidden in our schools. As a matter of fact, they are taboo even in our best medical colleges. And, what is worse, this censorship is partly due to the fact that the great majority of our legislators are either spineless or ignorant. This censorship is also due to a popular prejudice that Eugenics and Birth Control advocate trial or companionate marriages, abortions, divorce, and even free love. While, as a matter of fact, they stand for chastity, a single standard of morals, and for continence before marriage. They also stand for the prevention of prostitution, divorce, unwelcome children and abortions. Indeed, we have to thank our Anglo-Saxon prudery, our egotism, our snobbery, our conceit, our bigotry, our ancient churches, our "censors," and our "social reformers" for this censorship and for this antediluvian ignorance on the greatest of all arts—the art of love.

Just as the Bible has been banished from our public schools, and just as it is unlawful, in some states, to teach the Darwinian theory of Evolution, there are bad and medieval laws in the United States prohibiting the publication, the sale, the mailing and even the shipment of any modern literature or any scientific equipment necessary in the teaching and practice of rational Sexology and Eugenics. And yet, shame on us all, we are living in the second quarter of the twentieth century.

I have seen many an individual and home where mis-mating could easily have been prevented by a eugenic examination or by a timely sex education. A eugenic examination should be taken occasionally after marriage. It is especially needed whenever any difficult or delicate marital problem has to be solved. When taken with an implicit confidence and cooperation, it may bring about a mutual understanding, a re-education, and a much needed readjustment.

In conclusion, mis-mating and divorce may be greatly prevented by a good eugenic examination before engagements, and one or more such examinations during married life. And, if you make a regular practice of having one or two periodic health examinations each year, you will very soon realize that it is the best of insurance against sickness, surgical operations and premature old age. It will be an excellent insurance against all unnecessary suffering and against premature death. Indeed, it will be an insurance from which not only your family will benefit, but also one in which you yourself will be the principal beneficiary.

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